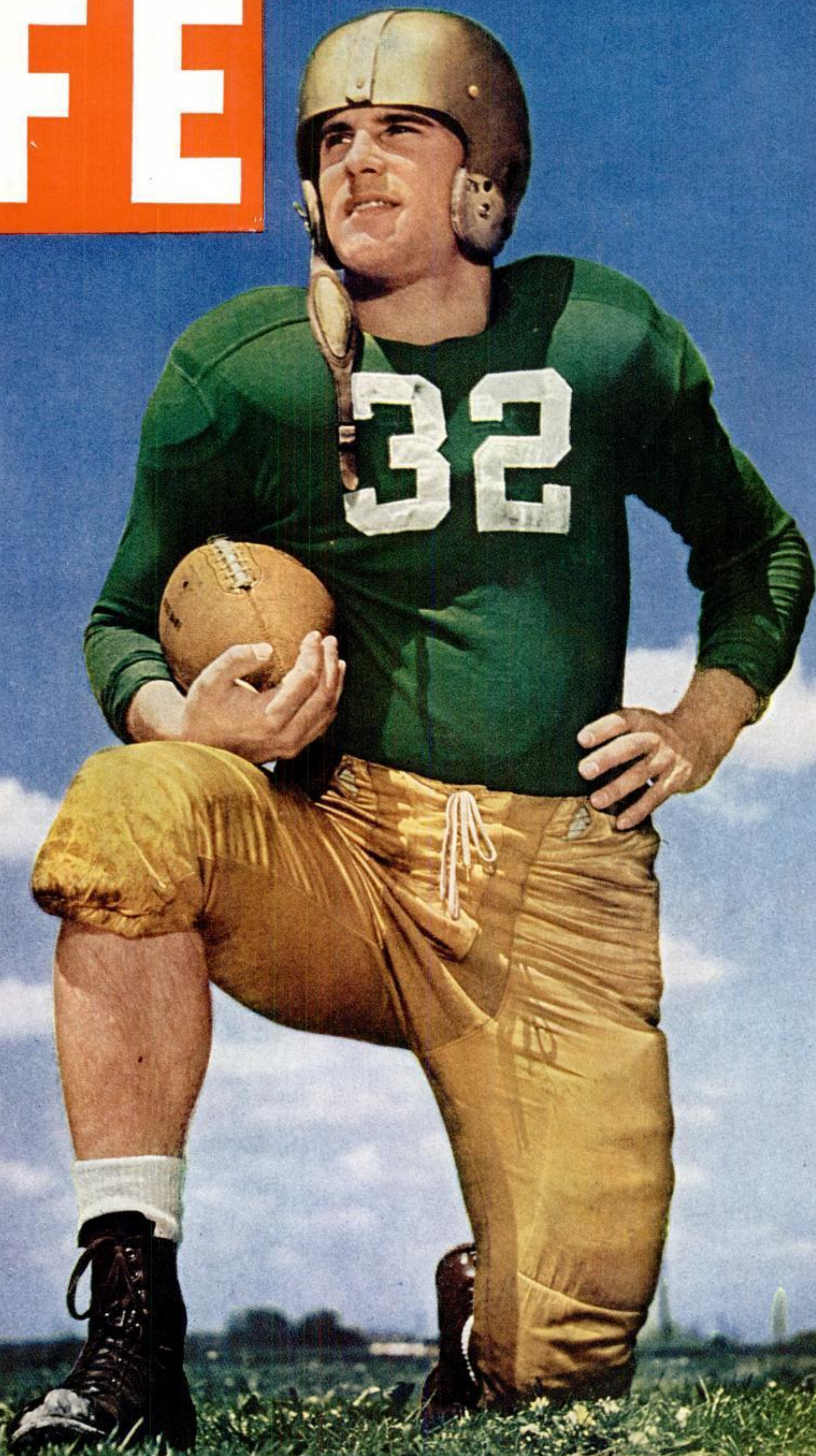


# LIFE



NOTRE DAME'S  
JOHNNY LUJACK

SEPTEMBER 29, 1947

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Who'd guess these gleaming ornaments are actually brass curtain hold-backs—fixed to the bathroom wall for the fastest, foldingless way to hang towels you ever tried! Brilliant foil for this dramatic new trio of jewel-deep Cannon tones—making their debut in a soft, rope-twisted texture that's news-worthy, too. See them now—see the whole long-wearing, water-thirsty, wonderful Cannon towel collection at prices from about 39c to \$2.95.



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# What do you need to go into business —and stay in?



**1. The first thing you need** when you go into business for yourself is an idea, or a service, or a product—*something to sell*, in other words. The better that “something” is, the better your chances of getting enough customers—and of keeping them satisfied.



**2. Next you need money** enough to get started and to keep going until income catches up with outgo. Maybe you use your own savings—or maybe you borrow from a bank—or from other people who have enough confidence in your proposition to *risk their savings*.



**3. Then, of course,** you need loyal employees who know their jobs, and a place in which to do business. And this will have to be equipped with supplies, or materials, or machinery—the “tools” with which to work.



**4. Now comes good management.** Maybe yours is the kind of business you can run all by yourself. If not, you'll have to hire a capable manager. If you fail here, competition will soon force you out of business. Then you and your backers will lose their money and you and your employees will be out of jobs.



**5. And almost from the day** you start, you'll need to do *enough* business to meet your payroll, your rent, your taxes and all your other expenses. And these charges must be paid before there'll be anything left for you or your backers.



**6. Finally you need to make a fair profit**—not just because you *want* one, but because that's the only way you can *stay* in business. Profits are the very *mainspring* of American industry. And they pay for the expansion and improvements that bring more products, more jobs, lower prices and greater security for all.

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*Most Americans say they think 10 to 15 cents out of each dollar of sales would be a fair profit for business to make. As a matter of fact, industry averages less than half that much!*





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These Pension and Benefit Plans are part of the Bell Telephone Company's responsibility as a good employer and a good citizen in every community in which it operates.

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Perhaps you saw GERTRUDE LAWRENCE in *LADY IN THE DARK . . . PYGMALION . . . PRIVATE LIVES*. Did you watch her hands? They're like white flowers in a summer wind...like white birds on the wing...like moonbeams. Eloquent . . . feminine . . . utterly alluring.



*"I'm positive that CREAM is the thing for your hands, just as it is for your face!"* says **GERTRUDE LAWRENCE**



GERTRUDE LAWRENCE'S DRESSING ROOM is done in pale woods and gay chintz. The signatures on those telegrams on the mirror read like *Who's Who*. Notice that famous jar of Pacquins Hand Cream.



**PACQUINS** is the hand cream of this flawlessly groomed star. She prefers it to all other hand preparations of all types!

HAVEN'T you noticed how many chic women everywhere are changing to cream for hand care? And...most often to Pacquins. In fact, *more women use Pacquins than any other hand cream!*

Miss Lawrence advises: "Every woman who wants smooth, lovely hands should cream, cream, CREAM! With Pacquins, I mean."

Smooth on a dab of snowy-white, flower-fragrant, quick-vanishing Pacquins. That's luxury! You can *feel* it smooth and soften the dry roughness of your skin...like a caress. You can *see* your hands change from the Cinderella to the Princess role.

Sticky? No! Greasy? Never! Your hands will *feel* as good as they *look* with this simple care.

A 12-second Pacquin hand massage in the morning. Another 12 seconds at night. That's all your hands need...for *all the* protection against work and weather.

Change to Pacquins cream! Ah, how quickly you'll notice the difference. (*And so will he!*)



VIRGINIA KENT, R.N.: "A nurse's hands take a beating! Thirty to forty washings a day is murder. I've tried just about every hand preparation, and now it's Pacquins for me!" (Pacquins Hand Cream was originally formulated for the use of nurses and doctors.)

for "dream" hands - cream your hands

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HAND CREAM

At any drug,  
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**A comprehensive, universal record of the secrets and successes, the songs and sadness, the progress of civilization in every field of activity during History's most stirring decade**

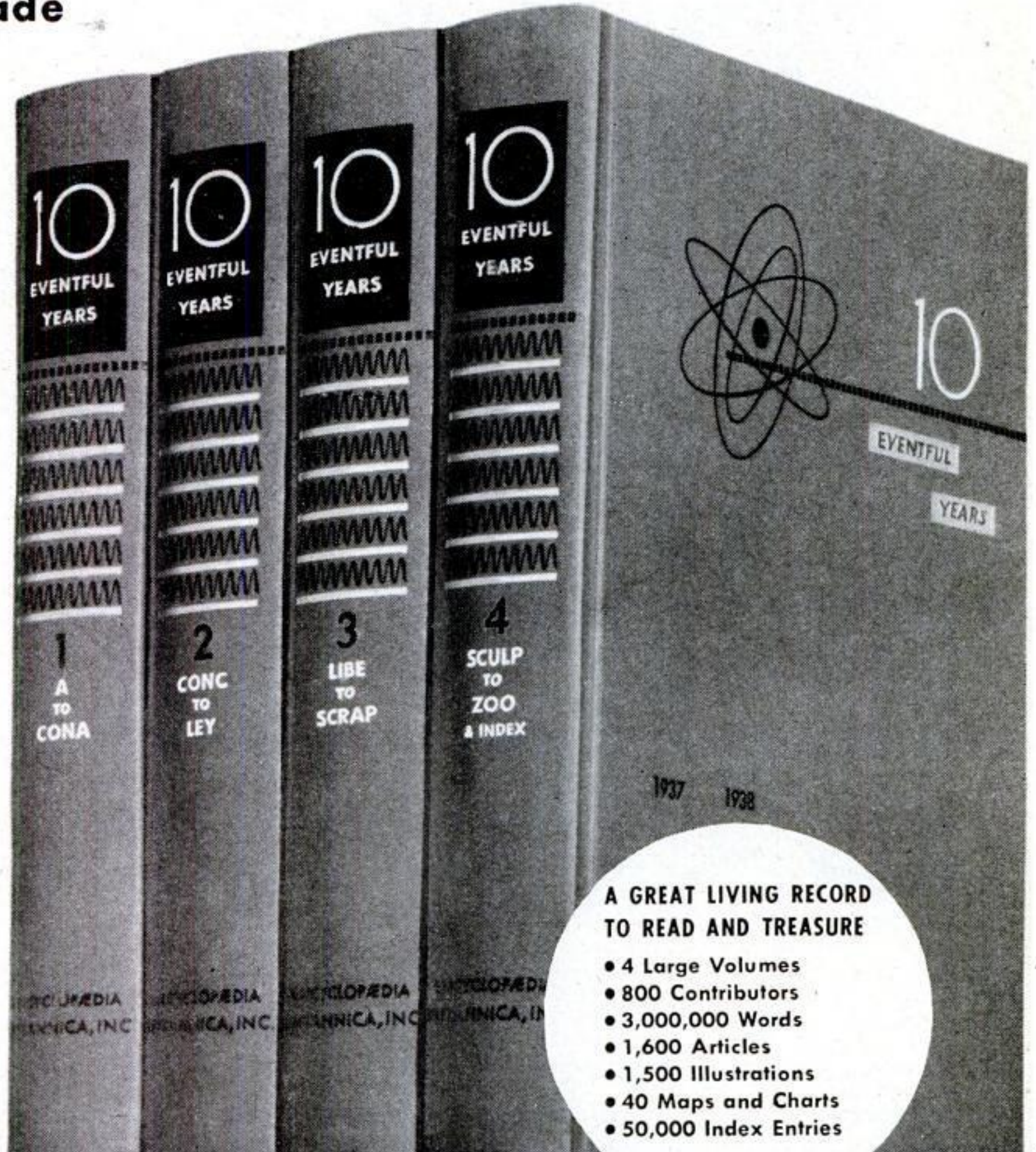
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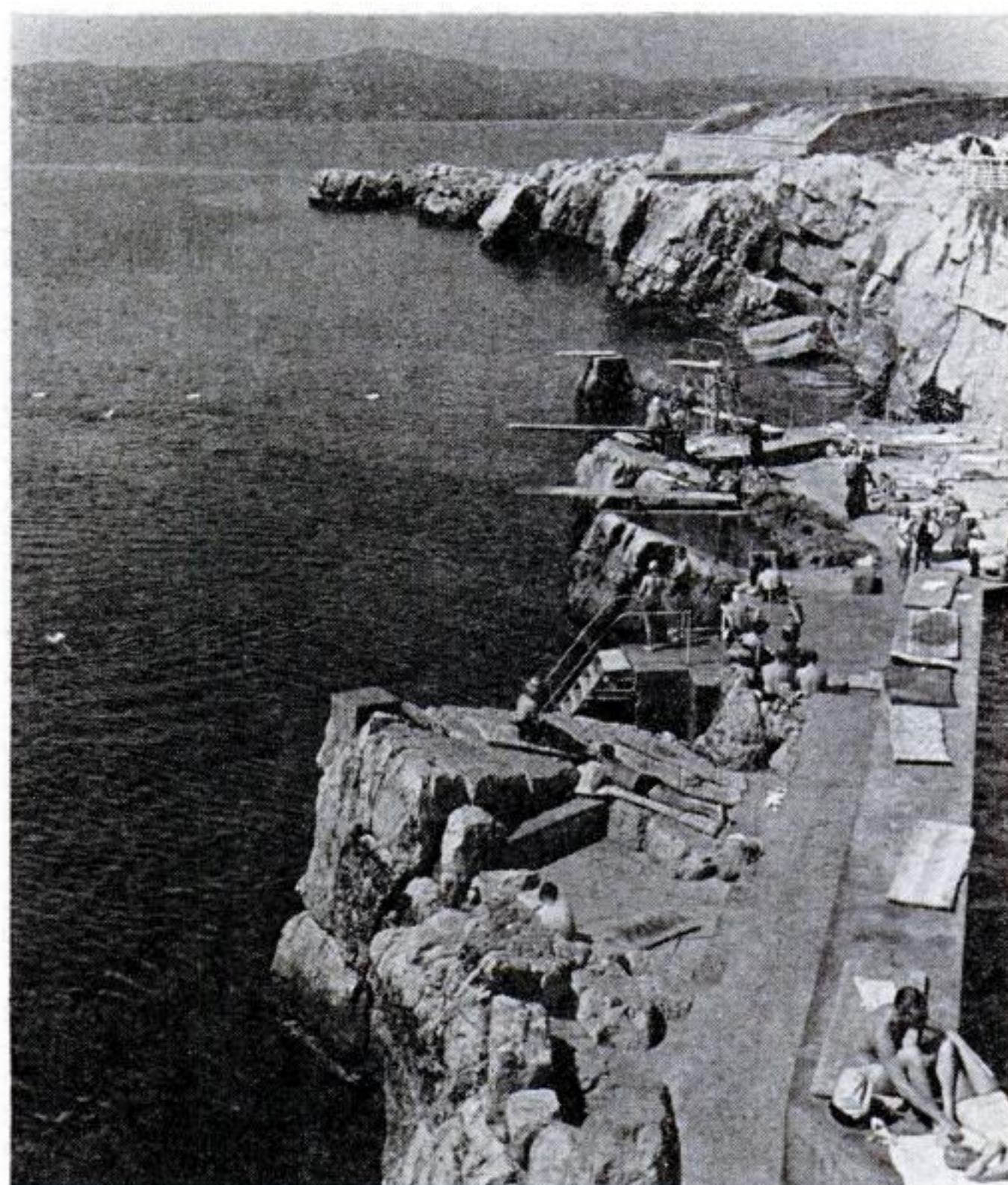


## Are YOU a MITTY?

CAN you, like **Danny Kaye**, daydream yourself as a daring ace? Can you become seven different personalities in your daydreams? Does the girl of your daydreams ever come true, like **Virginia Mayo**? How would you like to be frightened by **Boris Karloff**, hen-pecked by **Fay Bainter**, pursued by **Ann Rutherford**, and adored by the gorgeous **Goldwyn Girls**? You, too, can be a Mitty if you try! **Samuel Goldwyn**, who gave you "The Best Years Of Our Lives," now gives you *the best time of your life* in "**The Secret Life Of Walter Mitty**," photographed in Technicolor by Lee Garmes, directed by Norman McLeod and sparkling with matchless music.

*Entertainment in the Goldwyn manner*

# LIFE'S REPORTS



EDEN ROCK AT CAP D'ANTIBES IS THE NERVE CENTER OF THE RIVIERA

## Memorandum re: Unsatisfactory Working Conditions

To: The Editor of LIFE Magazine

From: Noel F. Busch, Senior Writer

CAP D'ANTIBES, RIVIERA

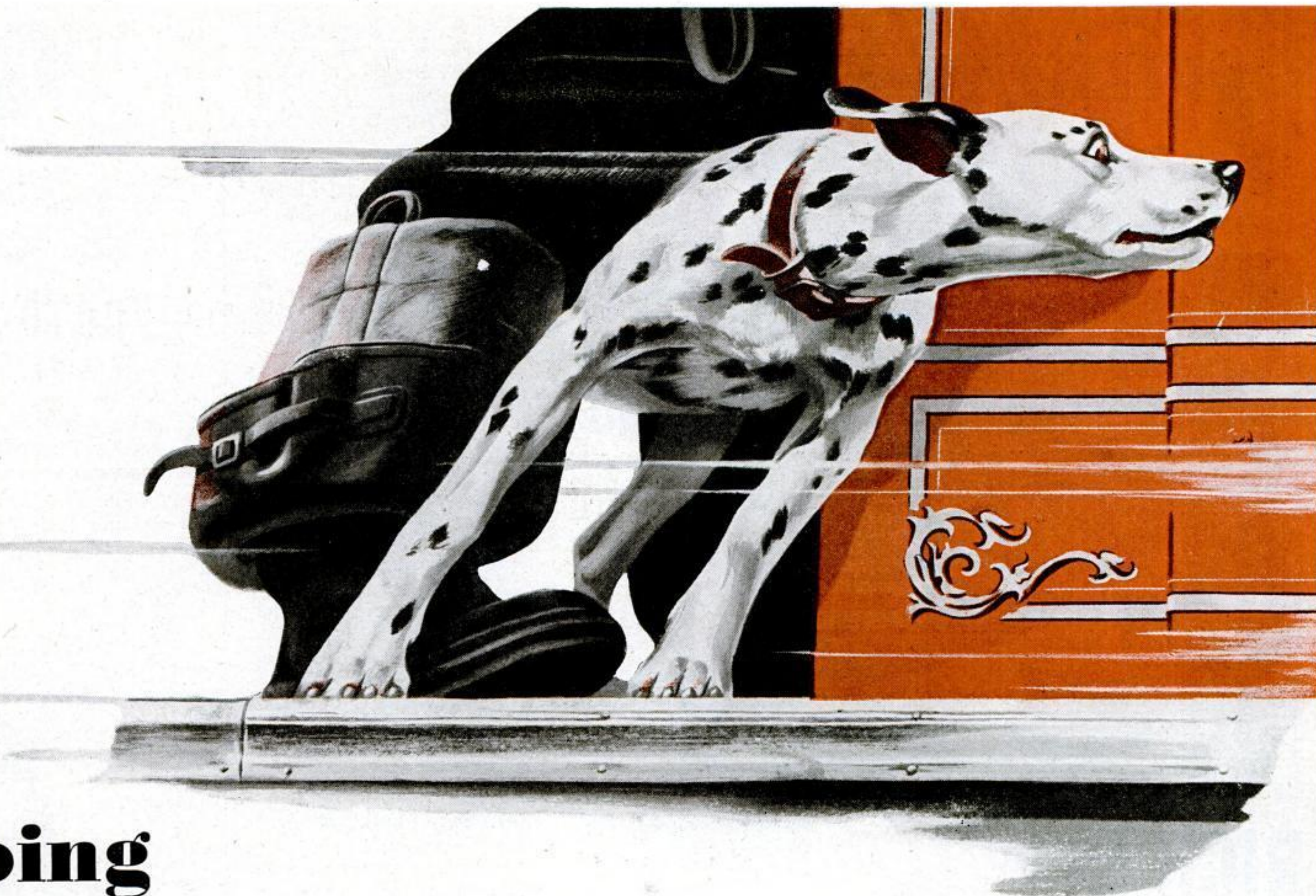
At the risk of starting up a new round of labor disputes that might disrupt the existing harmony between workers and management of the U.S. press, I feel obliged to bring up a rather delicate problem to which I hope you will devote some attention. This is the problem of the working conditions for foreign correspondents assigned to cover the waterfront on the south of France.

To be sure, I myself have been attached to this beat for only a week and expect to leave it soon for central Europe where conditions may be somewhat nearer normal. Nonetheless some of my colleagues will be obliged to stay on; and a good many of them, who have been putting up with these difficulties for some years, have become too inured even to notice them, much less to register a protest. On their behalf I feel that the matter ought to be brought to the notice of the home office and some effort made to rectify the situation.

HOURS: By consulting my diary, I find that I have been putting in a 16-hour day, seven days a week. Furthermore, mine is not a unique case at all, for the 112-hour week, with no compensation for overtime, appears to be standard for Riviera correspondents. Sweatshop exploitation on such a scale, as you can easily imagine, often creates serious health disturbances. Most Riviera correspondents suffer from an occupational ailment known as "Côte d'Azur Tummy," which bears a striking similarity to what at home is known as a hangover. In any case, here is a typical working day's

CONTINUED ON PAGE 8





# Going places...

**It's** A REAL PLEASURE to go places with Texaco Fire-Chief gasoline in your car.

**Because** Fire-Chief is always ready with a full flow of surging power . . . the instant you need it.

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Fire-Chief's superior *Fire-Power* makes it possible. Fill 'er up with Fire-Chief . . . at Texaco Dealers.



TEXACO **FIRE-CHIEF** GASOLINE

**THE TEXAS COMPANY**  
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**TUNE IN . . .** Texaco Star Theater presents the Tony Martin show every Sunday night. See newspaper for time and station.



# BETTER *THAN EVER!* FAMOUS SWP HOUSE PAINT



## RICH IN *PURE* LINSEED OIL!



In painting your home, it costs less to use the best . . . that's why SWP is the most widely used house paint in the world!

**SWP is 6 Ways Better!**

### 1. Honest-Film-Thickness!

SWP shows no deep brush marks . . . no weak spots in the film, "honest" full coat of paint all over!

### 2. Quicker-Drying!

Without sagging or wrinkling . . . SWP dries through and through before heavy dust can collect!

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Dirt can't get a toehold on SWP's tougher, smoother, glossier surface!

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Whiter whites . . . brighter, more beautiful colors! That "freshly painted" look lasts for years!

### 5. Cleans Itself!

Every time there's a heavy rain, SWP cleanses itself of accumulated dirt.

### 6. Saves More Money!

SWP stays beautiful . . . does not require repainting for years!

See your **SHERWIN-WILLIAMS** Dealer for Sound Advice on Painting your Home!

# SHERWIN-WILLIAMS

**PAINTS**

COVER THE EARTH

## LIFE'S REPORTS CONTINUED

schedule for the Riviera writer:

10:30—Wake and ring for waiter. Waiter fails to appear. Back to sleep.

11:30—Ring again. Sleep again.

11:45—Waiter appears, asks what Monsieur wants for breakfast. Monsieur asks what he can get. Answer is coffee and toasted cornbread.

12:15—Breakfast.

1:00—Check-in time at bathing pavilion portal. Change to work clothes.

1:45—Assembly line at cocktail bar.

2:15—Lunch hour.

3:30—Back to the sweatshop. Steady work in recumbent position till 5 p.m.

5:00—Wake up.

5:15—Dip in pool.

5:45—Tea. Conversation.

7:15—Change from day uniform (swimming trunks, sandals, Riviera shirt) into night uniform (dinner coat). Plan evening.

8:30—Cocktails. Conversation.

9:15—Dinner. Conversation.

11:00—Roulette at Casino, according to unbeatable journalistic system. (Bet on any number. If it comes up, keep winnings. If not, put losses on expense account.)

12:00—Rest period, for supper and champagne.

2:30—Bed.

This schedule represents not the maximal but the minimal workday for the conscientious Riviera legman. Few reporters like to break off work in the middle of a big story and many are thus likely to work on until long after bedtime.

EQUIPMENT, ETC.: Workers and legmen on the Riviera are of course prepared to dispense with some of the routine conveniences which their colleagues at home take as a matter of course, such as desks, typewriters, pencils and paper. However, even making allowances for the unavoidable hardships of field work, the situation leaves much to be desired. The cabanas which local correspondents are obliged to use as makeshift offices are, in fact, mere wooden shanties, often with only three walls. Even chairs, except of the unmanageable deck variety, are at a considerable premium and the hard-pressed correspondent may be reduced to a mere mattress stretched out upon the naked concrete border of the swimming pool.

BATHING FACILITIES: These consist at best of nothing more than improvised outdoor pools



*Look Smart*

*Feel Fresh in*

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You'll thrill to the smart styling and expertly crafted fine leathers of Porto-Ped Shoes. And you'll relax in the luxurious comfort of their *built-in* patented, resilient air cushion and exclusive Arch Lift.

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THE BRIARWOOD  
Model 2672-5

Style-rich moccasin type  
in smooth tan calf, with  
bold hand sewn vamp.



## PORTO-PED

*Air Cushion Shoes*

PORTO-PED Air Cushion  
★ Yields with every step  
★ Absorbs shocks, jars  
★ Keeps you foot-fresh



CONTINUED ON PAGE 11



- ➡ *New!*
- ➡ *Fresh!*
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- ➡ *Flavorful!*
- ➡ *Exclusively Swift's!*

# PACKAGED!

for your convenience and protection . . .

## *Swift's Premium Tender Franks*



LISTEN TO  
ARCHIE ANDREWS ON N B C  
10:30 A. M. NEW YORK TIME  
SATURDAYS

*Made fresh daily in your vicinity!*

The frankfurt that's all *"Dinner-Quality"* meat

**N**OW IT CAN BE SOLD . . . the finest frank of them all—Swift's Premium! And to make sure you get them at their tender, luscious best—they're *now* packed in an exciting *new* flavor-saver pound package!

Instantly identified—each handy, sanitary package bears the name: Swift's Premium. Your assurance that you're

getting "dinner-quality", extra-flavor franks made by America's number one producer of fine meats.

Treat your family to these juicy, taste-tempters this very day. Remember, they're grand for company too. And so easy to prepare! Get Swift's Premium franks with all their natural goodness protected in the cellophane wrapper.

*And another famous favorite*  
**Swift's Brookfield  
Pure Pork Sausage**

Noted for its tasty lean links and wholesome freshness. Perfect for breakfast. Ideal for a main dish in a jiffy.

THE SAUSAGE WITH THE

**Just-right**

**Seasoning!**



*And* **Swift's Premium  
Table-Ready Meats**  
LIKE TASTY SALAMI





"I'm delighted with  
the new Cashmere Bouquet  
**Beau Cake**  
with make-up sponge right  
in the case!"

—says vivacious

*Joan Blondell*

Starring in  
"CHRISTMAS EVE"  
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Hollywood gives a great big hand to  
Cashmere Bouquet Beau Cake, the smartly different new  
cake make-up. For Beau Cake contains its own make-up sponge,  
in a moisture-proof cell, right in the compact. So convenient!  
And practical! As talented Joan Blondell says: "It's super! The second  
I open the compact, Beau Cake is *ready*, thanks to the clever  
set-in sponge." Yes, Cashmere Bouquet Beau Cake is the truly  
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color. You'll echo the Hollywood stars' rave: "Cashmere  
Bouquet Beau Cake gets the cosmetic 'Oscar'."

Cashmere Bouquet  
**Beau Cake** \$1.50  
PLUS TAX

Gay new cake make-up with sponge  
compartment right in the case



"With Beau Cake's self-contained  
make-up sponge . . . no need  
for loose cotton in purse."

"Now, thanks to Beau Cake, it's  
quicker than ever to give my  
skin satin-smooth finish."



## WEATHER: "RAIN" INSIDE YOUR WATCH

Scientists explain why  
millions of mainsprings break,  
and one doesn't

High humidity followed by a sudden drop in temperature sets up a miniature rainstorm inside of the tightest watch cases. For such conditions cause the condensation of a droplet of moisture. A tiny pin point of rust begins—and there is where the mainspring breaks. Rust is the commonest cause of mainspring breakage. The finest steel mainsprings ever made will rust.

But now comes Elgin's amazing new DuraPower\* Mainspring. It's made of an entirely new alloy. The DuraPower Mainspring will not rust. Furthermore it retains its "springiness" indefinitely for greater accuracy through the years.

The DuraPower Mainspring eliminates 99% of repairs due to steel mainspring failures. Only Elgin Watches including Lord and Lady Elgins and Elgin De Luxe have this miracle mainspring, and at no extra cost. Look for the symbol "dp" on the dial. Also at repair shops for replacement in many previous Elgin models. Elgin National Watch Co., Elgin and Aurora, Ill.; Lincoln, Nebr.

\*Patent Pending



**NIGHTLY ROULETTE** lengthens work hours, expense accounts.

### LIFE'S REPORTS CONTINUED

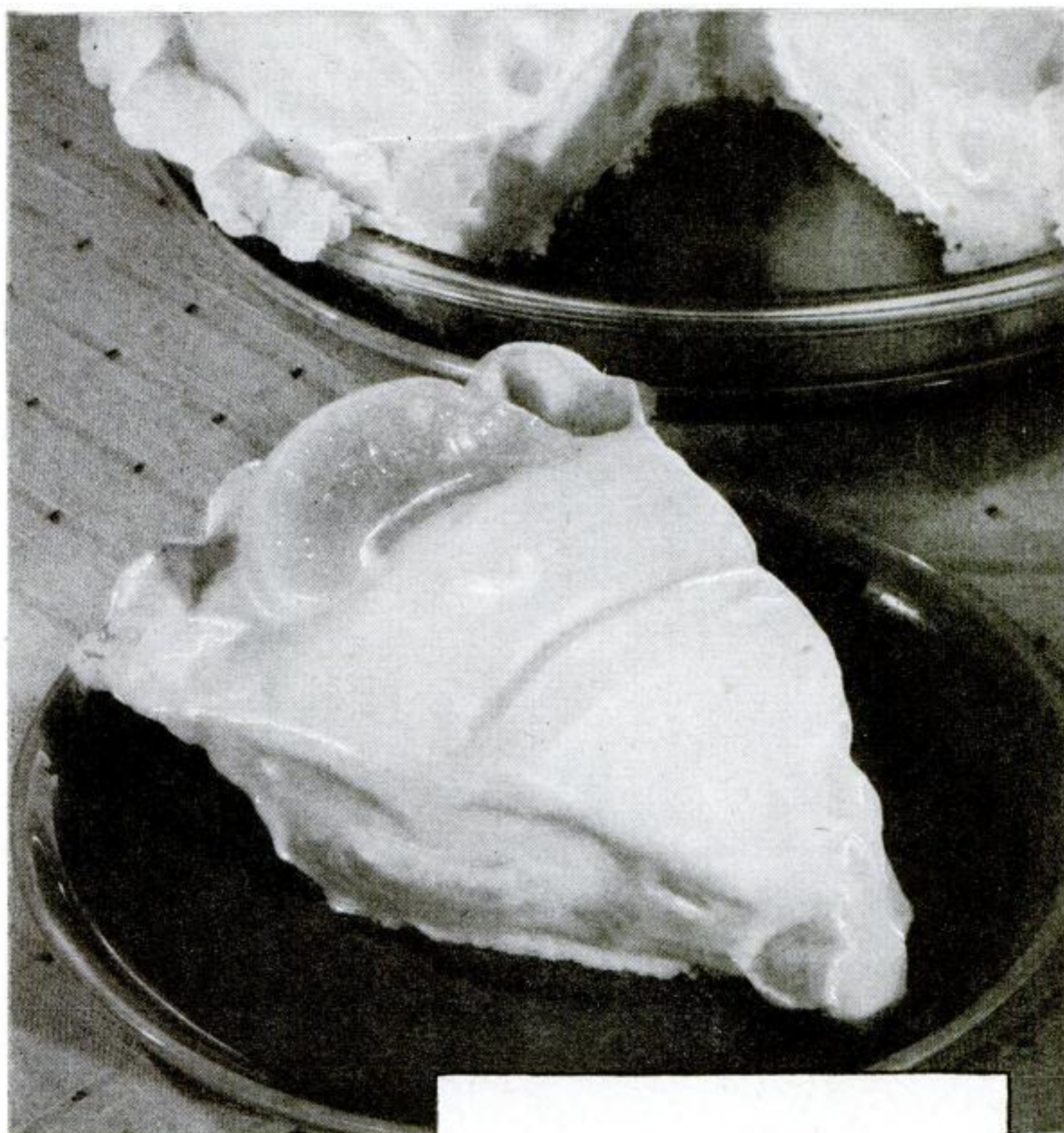
and even more often of the antiquated Mediterranean Sea.

As to the pools, the best that can be said for them is that the water in them is, to be sure, changed frequently and kept at a comfortable temperature. It is also true, however, that all of the pools, especially the more popular and better known, are subject to serious overcrowding, with its many attendant disadvantages. How inadequate these facilities are may be judged from the fact that people come from miles around merely to immerse themselves in the water for a few moments, like pilgrims to the English Holy Island of Lindisfarne, who, however, only remove their socks while those on the Riviera may often be observed stripped to the pelt. At the so-called Eden Rock pool, which services an area of many square miles, a pavilion or lunch counter has been installed where the worker-pilgrims may sustain themselves while waiting by sipping champagne or nibbling local delicacies and comfits. In the effort to cut down on the crowds at the pool the prices of even these sparse rations have been placed at a figure roughly the equivalent, for one serving, of a suit of clothes. Perhaps because Riviera residents do not as a rule wear clothes, this expedient has not worked. Nonetheless, for the working press assigned to the Riviera plant, the only alternative facilities are those of the sea itself.

As to the conditions in this body of water, they have been described so often in the past as to make further extended comment needless. However, it may be said that, as might be expected from the age of the installation, the standards,

# FRUIT CREAM PIE

Smooth filling without cooking!



### FRUIT CREAM PIE

- 1½ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
- ¼ cup lemon juice
- 1 cup fruit\*
- ½ cup whipping cream
- 2 tablespoons confectioners' sugar
- Baked pie shell (9-inch)

Blend Eagle Brand Sweetened Condensed Milk and lemon juice. Stir until mixture thickens. Fold in prepared fruit. Pour into baked pie shell. Cover with whipped cream, sweetened with confectioners' sugar. Chill before serving.

- \*Use any of the following fruits:
- 2 medium-sized bananas, cut in small pieces.
  - 1 cup sliced peaches, fresh or canned.
  - 1 cup sliced apricots, fresh or canned.
  - 1 cup crushed canned pineapple, drained.



Eagle Brand is a magic short cut to creamy-smooth pie fillings—velvety ice creams—swirly frostings—luscious cookies and candies.

Saves time—because it's pure, creamy-rich whole milk and sugar—already blended for you.

Insures perfect results—because it's the original Sweetened Condensed Milk, made by Borden's. If it's made by Borden's, you know it's GOT to be good!

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TO MAKE YOUR DREAM  
COME TRUE



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No. 1975 (illustrated) 18th Century lowboy in ribbon striped mahogany. Genuine hand carvings. Natural ¾" Tennessee red cedar interior. Full length cedar drawer in base with simulated drawers above.

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**West Branch**  
CEDAR HOPE CHEST  
The Present with a Future

CONTINUED ON NEXT PAGE



# KREML

*does lots more than keep hair Looking Handsome!*

NO OTHER HAIR TONIC CONTAINS THIS SPECIAL COMBINATION OF HAIR GROOMING INGREDIENTS

Handsome, healthy-looking hair needs a 'hygienic scalp.' So why be content with just any hair dressing when you can enjoy the extra advantages of Kreml. This highly specialized hair tonic not only keeps hair handsomely groomed but does lots more besides!

NEVER GIVES HAIR THIS OFFENSIVE GREASY LOOK

Kreml goes in for modern, 'natural-looking' hair grooming. It keeps hair in perfect order all day—gives it a rich, attractive lustre, too. Yet Kreml never feels greasy, sticky or gummy. Kreml always makes hair feel so CLEAN—the kind ladies like their men to have.

WHEN HAIR IS SO DRY IT BREAKS AND FALLS

If your hair is so dry it breaks and falls when you comb it—Kreml actually helps 'condition' it in that it leaves it feeling so much softer, more pliable. It's simply great to lubricate a dry scalp. At the same time it removes itchy loose dandruff and leaves your scalp feeling so alive. Change to Kreml today and get your money's worth. Remember—Kreml does lots more than keep hair looking handsome.

Buy a bottle of Kreml at any drug counter. Ask for an application at your barber shop.

A product of R. B. Semler, Inc.



**KREML Hair Tonic**

*For Better Groomed Hair - a more 'Hygienic' Scalp*

## LIFE'S REPORTS CONTINUED

are, to put it mildly, by no means identical with those that prevail in even the smallest, up-to-date equivalent in America.

The water in the Mediterranean, although reasonably clear, is far from being colorless. Instead, it has a somewhat bluish tint. Little fish of different colors swim around in it. In order even to inject himself into this questionable liquid, the journalist often has to climb up or down a flight of steps or even clamber over some incompletely polished rocks.

The Mediterranean—in this respect like most, if not all, of the pools—is entirely uncovered. It is thus subject to being riffled by breezes from time to time, causing waves which may rock the workbench, or float, where the correspondent is carrying on his professional endeavors. If he sits on the shore, the reporter may get splashed. Meanwhile he is also exposed to the merciless rays of the sun which cause the temperature to hover constantly between being too hot or too cold without ever reaching either extreme. You can easily imagine how much work gets done under conditions of this sort.

## GENERAL LIVING CONDITIONS:

Having taken up the more spectacular and acute grievances that confront the working journalist on the Riviera beat, I will not bother to do more than touch on the chronic or everyday difficulties that beset him. In the matter of work clothes, for instance, the Riviera journalist is, to be sure, supplied with these by the management. However, the uniform in most cases is a garment so inadequate that for warmth and protection, let alone decorative effect, it would compare unfavorably with that of an impoverished head-hunter in tropical Borneo. The refreshment provided for the worker during his long hours is miscellaneous in type and undependable in quantity. Instead of a soda fountain or a Coke machine, he is dependent on champagne or vin rosé, carried about by hand in battered silver buckets filled with jagged fragments of the local substitute for ice cubes.

Transport difficulties are held to a minimum by the fact that most of the news sources in the neighborhood are to be encountered either in the pools or at the gaming tables. This is fortunate, however, for when the journalist is obliged to get around he must usually do so

## SCHICK SHAVERS

Get faster, closer electric shaves with new preparation!

Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face before shaving.

"Saves time—leaves face feeling swell"

R. GRIFFITH  
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Letric Shave lubricates and smooths down skin to overcome "shaver drag," helps save precious minutes.



"Shaving is closer—and much easier"

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Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

**FREE SAMPLE**—Use Letric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-17, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)



**Letric Shave**

Makes electric shaving easier



Want her to snuggle close to you?

Then don't offend her when you do.

Just chew B-Wise, and then, "By Gum,"

She won't turn down your kisses, chum!

FOR *Kissable Breath...*



REFRESHES THE BREATH... AFTER ONIONS, ALCOHOL, TOBACCO

GUM PRODUCTS, INC.  
East Boston 28, Massachusetts

CONTINUED ON PAGE 14





*Ultrasensitive RCA television camera tube cuts studio light requirements 90%*

## ***Television finds drama in the dark — with new RCA studio camera***

Now television becomes even more exciting as lights are dimmed, and the camera reaches deep inside studio shadows to capture action as dramatic as any on stage or screen . . .

A new studio television camera—developed by RCA scientists and engineers—needs only 1/10th the usual light.

The super-sensitive eye of the new camera is an improved Image Orthicon Tube . . . of the type once used only for broadcasts of outdoor events. With it, studio broadcasts now become sharper, clearer—and since so little illumination is needed,

heat in the studio is sharply reduced. No more blazing lights!

Such improvements come regularly from research at RCA Laboratories, and apply to all branches of radio, television, electronics, and recording. These improvements are part of your purchase of any product bearing the name RCA, or RCA Victor. . . .

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St. Free admission. *Radio Corporation of America, RCA Building, Radio City, New York 20.*



RCA Victor home television receivers reproduce—in your own home—all the dramatic effects created for your enjoyment in studio and other telecasts. Pictures, through RCA's "Eye Witness Television" are locked in tune with the sending station. If you are in a television area, let an RCA Victor dealer demonstrate this superiority of reception.



***RADIO CORPORATION of AMERICA***





**F**

is for FOX

Folks say I am speedy  
But add that I'm greedy.  
Their remarks are not  
awfully profound,  
For at times I'm quite kind  
And will share what I find—  
Even Grapes—with dear friends  
who come 'round.



**C**

is for CAT

Fine feathered friends  
Pay dividends  
When they bring you  
your favorite dish.  
I'm lucky, you see,  
For when I'm at tea  
Bird friends show'r me  
with oceans of Fish.

*The grapes Reynard the Fox so fabulously favors would be turned down flat by a cat. For animals, too, have their individual taste preferences.*

*The cat, of course, chooses fish. Which is fortunate, for scientists say that fish—whole fish—contains superior protein for a cat's proper growth and maintenance.*

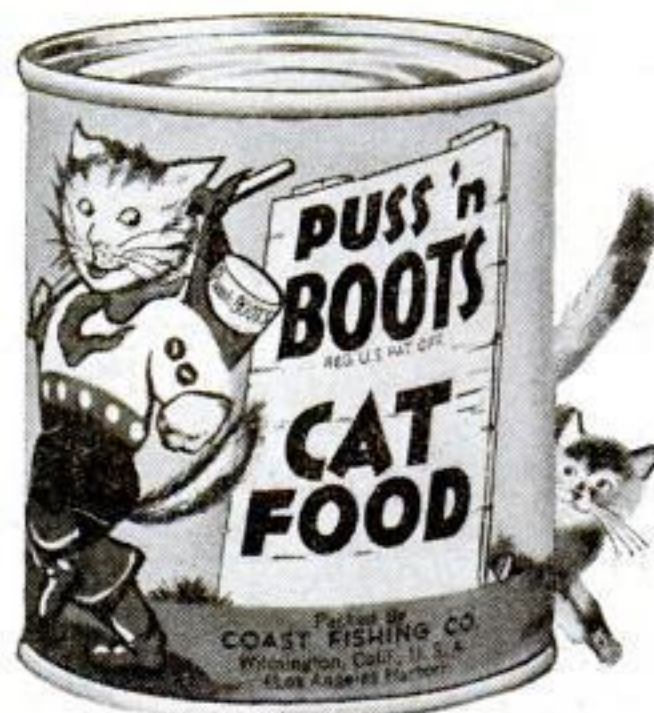
*That's why Puss'n Boots Cat Food, prepared especially to meet a cat's particular nutritive needs, is 85% fresh-caught whole fish...not merely parts or by-products. The body-building protein, the vitamins, minerals and natural oils are retained.*

*Supplementary cereals and other elements, ground-up and cooked with the whole fish, make Puss'n Boots a well-rounded, all-purrrpose diet—one cats love and thrive on.*

*Ready-to-feed, and economical, Puss'n Boots is endorsed by thousands of owners, breeders and veterinarians. It's America's leading cat food.*

*If your grocer hasn't enough Puss 'n Boots, please be patient. More is on the way every day.*

**Puss'n Boots**



C is for Cat... and so is Puss 'n Boots

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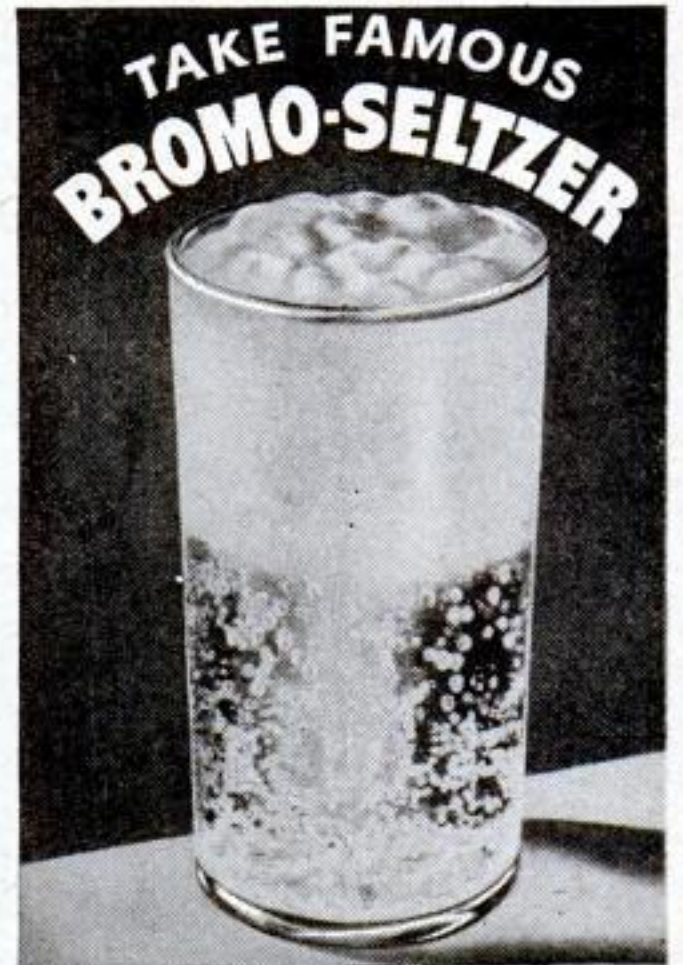
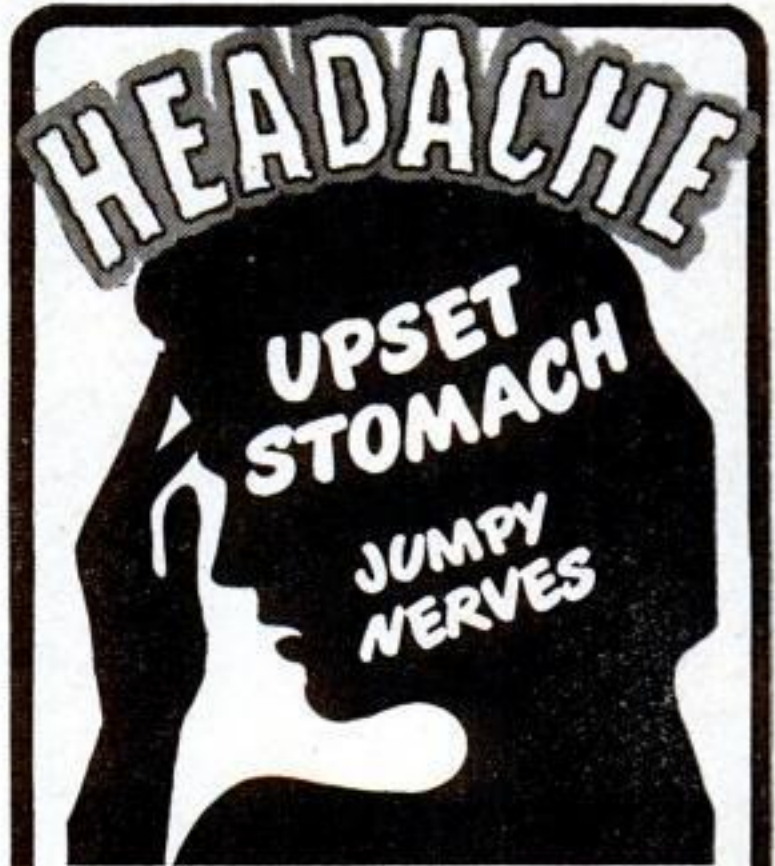
**BATHING BEAUTIES**, though not in memo, complicate reporters' jobs.

#### LIFE'S REPORTS CONTINUED

either on foot, or, even more laboriously, by swimming through the water. A few of the more hardy and practiced resident correspondents have, to be sure, mastered the technique of water skis, but these are in a minority. Furthermore, even for them, water-skiing offers considerable risk of a ducking which may be both painful and humiliating. Many a hopeful Riviera journalist who sets out to get his story on water skis, prepared to brave all hazards in his way, comes back a crestfallen passenger on some friend's million-dollar motor launch, dizzy from his unaccustomed exertion and soaked to the skin.

Without wanting to push the predicament of the working journalists on the Riviera coast ahead of some home problems which may be almost equally pressing, I do feel strongly that the whole matter ought to be looked into; and I am sure you will forgive me if I have overlooked any details of the proper method of presenting our case. This is the first letter of this sort which I have ever had to write and I hope you will make allowances accordingly.

**WAGES:** I meant at the outset to touch on the matter of wages but have concluded that in fact it would be irrelevant; and nothing can show the Riviera reporter's predicament more clearly than that. Wages here would in fact be valueless because, instead of money, the inhabitants use an odd sort of counter called the franc. Everything costs several thousand francs, but this makes very little difference. Everyone has plenty of them and spends them just like water—or rather like champagne, as the water, which also comes in bottles, is considerably scarcer.



**RELIEF!**



**When headache, upset stomach and jumpy nerves all strike at once...** take Bromo-Seltzer for quick help. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

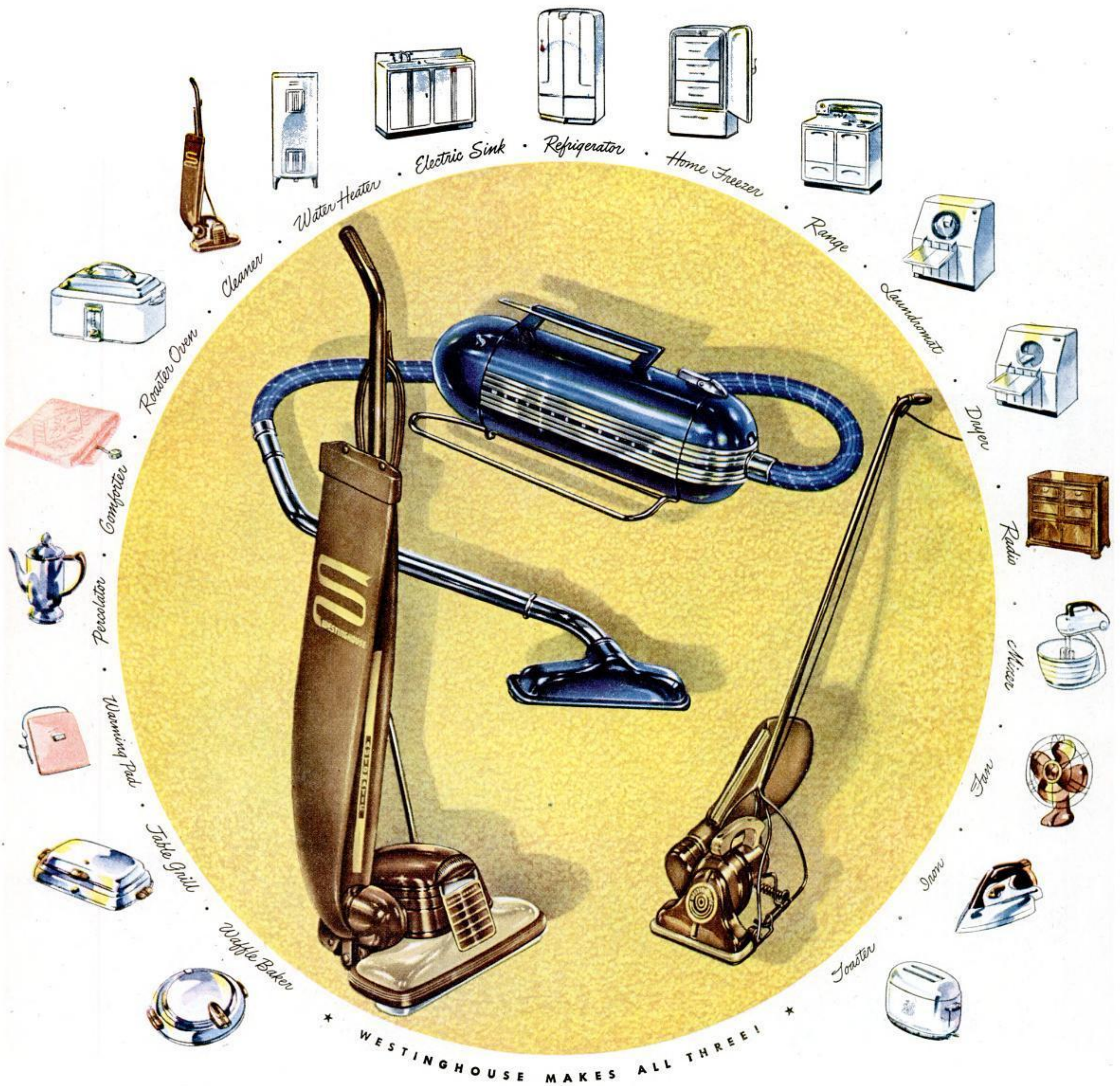
which may team up for trouble. Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

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Choose the "Convertible"... IF you have a small apartment or need an "upstairs" cleaner. Instantly convertible to a hand cleaner, excellent for upholstered furniture.

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Tune in Ted Malone... Every Morning, Monday through Friday... ABC Network



what your doctor wants you to know about

## flu virus vaccine

**the weapon to combat and  
control epidemic influenza**

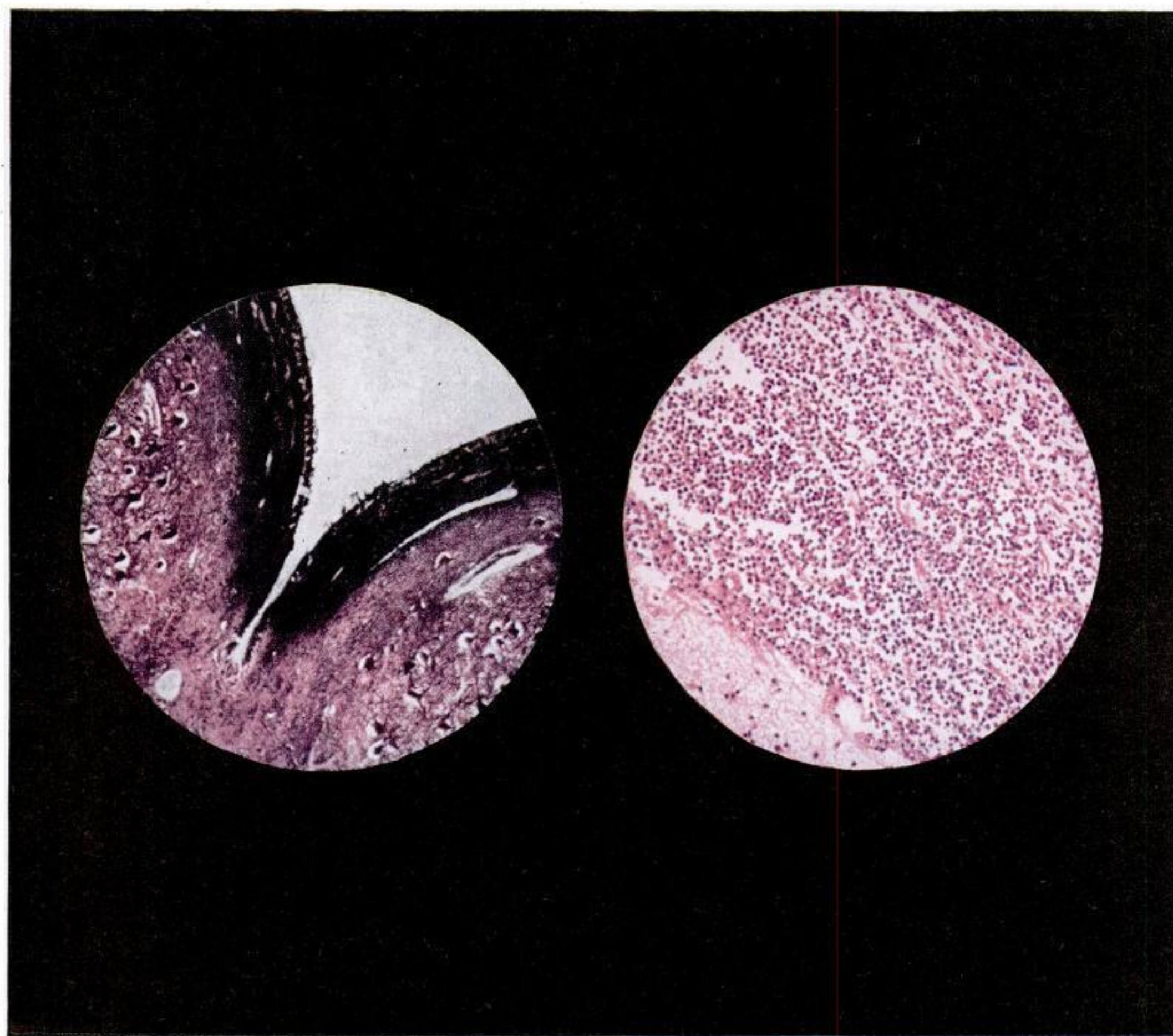
In the 12 months following World War I, more than twenty million soldiers and civilians died in a scourging epidemic of influenza. In a single year one solitary disease had destroyed more lives than a four-year period of war between 16 fighting nations.

During World War II, the Army Medical Department and civilian scientists developed a potent vaccine to prevent the recurrence of such an epidemic. This influenza virus vaccine gives in almost 80% of all cases a total and positive protection against both A and B flu virus. Inoculation has also been shown to reduce the number of cases of common colds, grippe and respiratory infections.

Once influenza has been acquired, however, the vaccine is not effective. *Its work is preventive.* Immunity starts about a week after inoculation and lasts for a period of months, varying in individual cases.

Ask your doctor about the advisability of inoculation for yourself and your family.

Remember this: Your doctor is the most important guardian of your health. He makes available to you preventive drugs, such as the flu vaccine. Consult him when you are ill. Do not attempt self-diagnosis in serious illness. Follow his directions implicitly. Have your prescriptions filled at a reliable pharmacy.



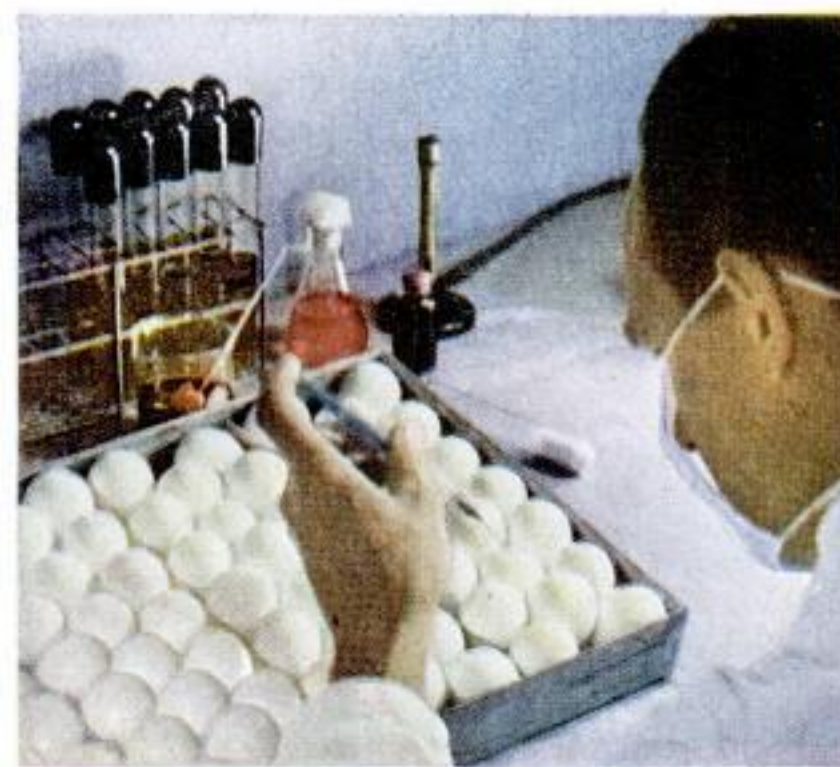
LEFT: Healthy brain tissue. Clear area is the normal brain fluid. RIGHT: Same area after virus has struck.

Rexall Drug Company congratulates the American Medical Association, which is celebrating its 100th anniversary this year.

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REXALL FOR RELIABILITY





# Helen Harper

Reg. U. S. Pat. Off.

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Mr.  
Mink!



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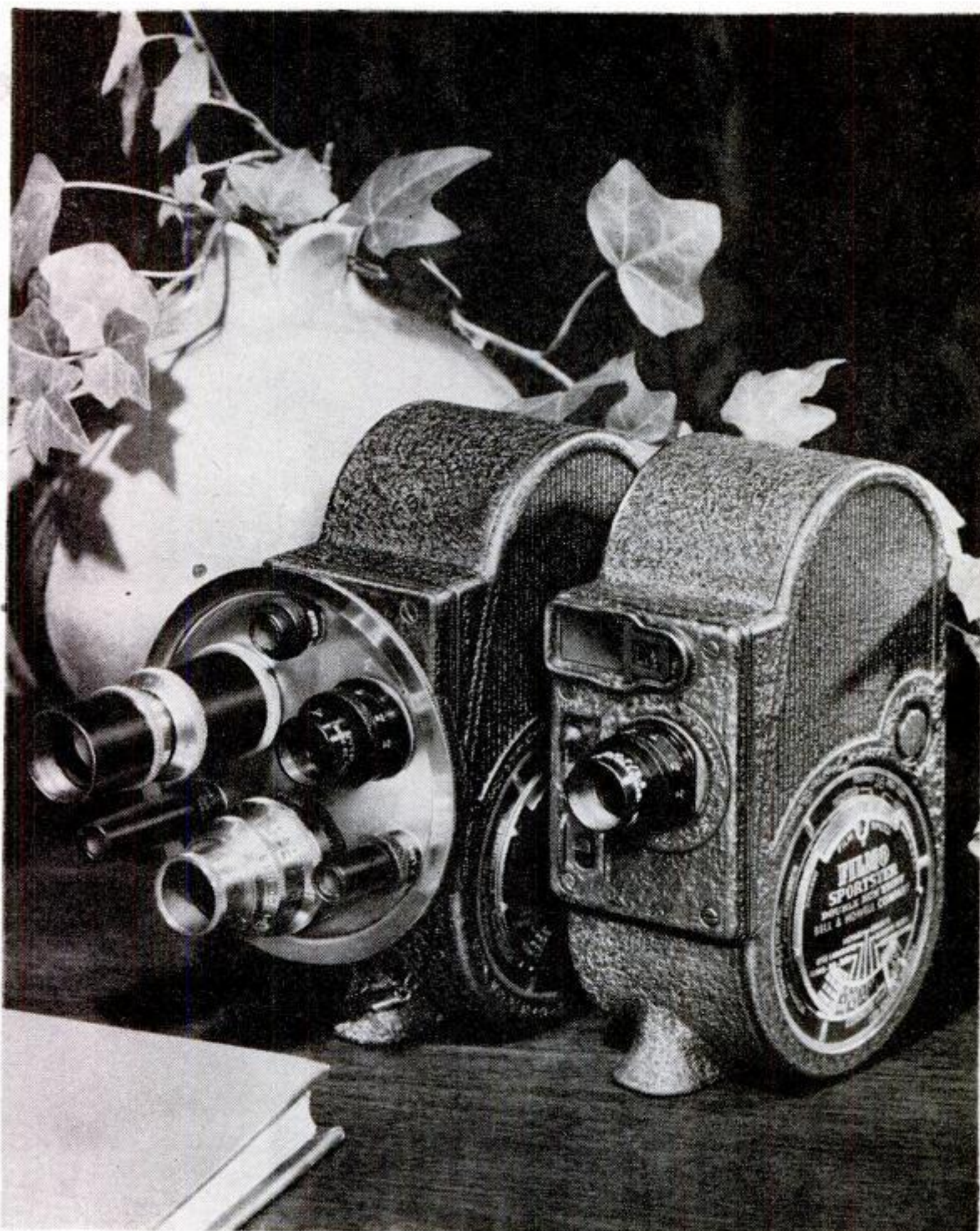
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THREE SHOTS KILLED THIS BIG MALE LION. IT WEIGHED 500 LB.



WILDEBEEST IS A SWIFT, OXLIKE ANIMAL OFTEN CALLED A GNU



A FULL-GROWN BABOON WAS KILLED WITH ONE SHOT BY VIRGINIA



ORYX, AN ANTELOPELIKE ANIMAL, WAS KILLED AT 250 YARDS

## ***SPEAKING OF PICTURES...***

### ***... A 14-YEAR-OLD BIG-GAME HUNTRESS POSES WITH HER TROPHIES***

Virginia Walton Brooks, 14, got back from her hunting trip in East Africa just in time for school. Her safari had been a great success. In addition to the assorted animals shown on these pages, Virginia had bagged a Grevy's zebra, a kongoni, two hyenas, four common zebras, a waterbuck, a jackal, two gerenuks, two topi, two dik-diks, a klipspringer and a bat-eared fox. She also shot a lot of sand grouse and missed an eland.

Virginia went to Africa with her father, Mr. Berry Brooks, last April. Mr. Brooks is a Memphis, Tenn.

cotton man who has hunted big game most of his life, in Alaska, Mexico, Canada and the U.S. Last winter he decided to try a trip to Africa and take Virginia and Mrs. Brooks along. They flew to Nairobi, East Africa, hired a complete safari—two white hunters to act as guides and 15 native bearers—and set off on a 4,000-mile trip over the veld.

Virginia, who had practiced with a .22 rifle at home, took to hunting naturally. With her first shot she killed a waterfowl, which did not count. Next she killed a Thompson's gazelle. Virginia managed

to kill 13 of her animals with a single shot, but it took more to kill the elephant (*right*), which weighed six tons and was one of the biggest shot in Kenya since the war. Virginia found it in a mudhole where it was playfully spouting water. She crept up to within 25 yards and it charged her. She shot it in the throat. The elephant fell to its knees, and Virginia shot it again. When it got up and ran, she shot it behind the ear. Then, as it writhed on the ground, she killed it with a shot in the spine. She is going to mount the head and use the feet for wastebaskets.





GRACEFUL THOMPSON'S GAZELLE WAS HER FIRST REAL TROPHY



RHINOCEROS WEIGHED TON AND A HALF, WAS STALKED FOR HOURS

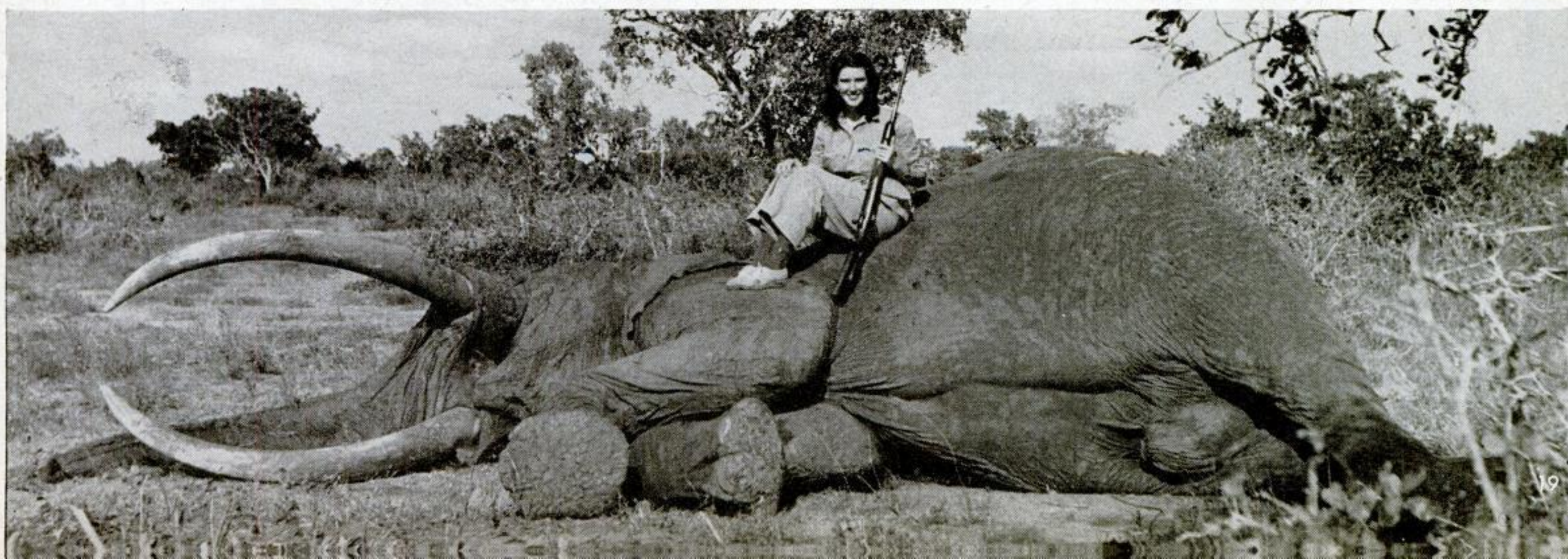


IMPALA'S RECORD HORNS WERE 24 INCHES FROM TIP TO TIP

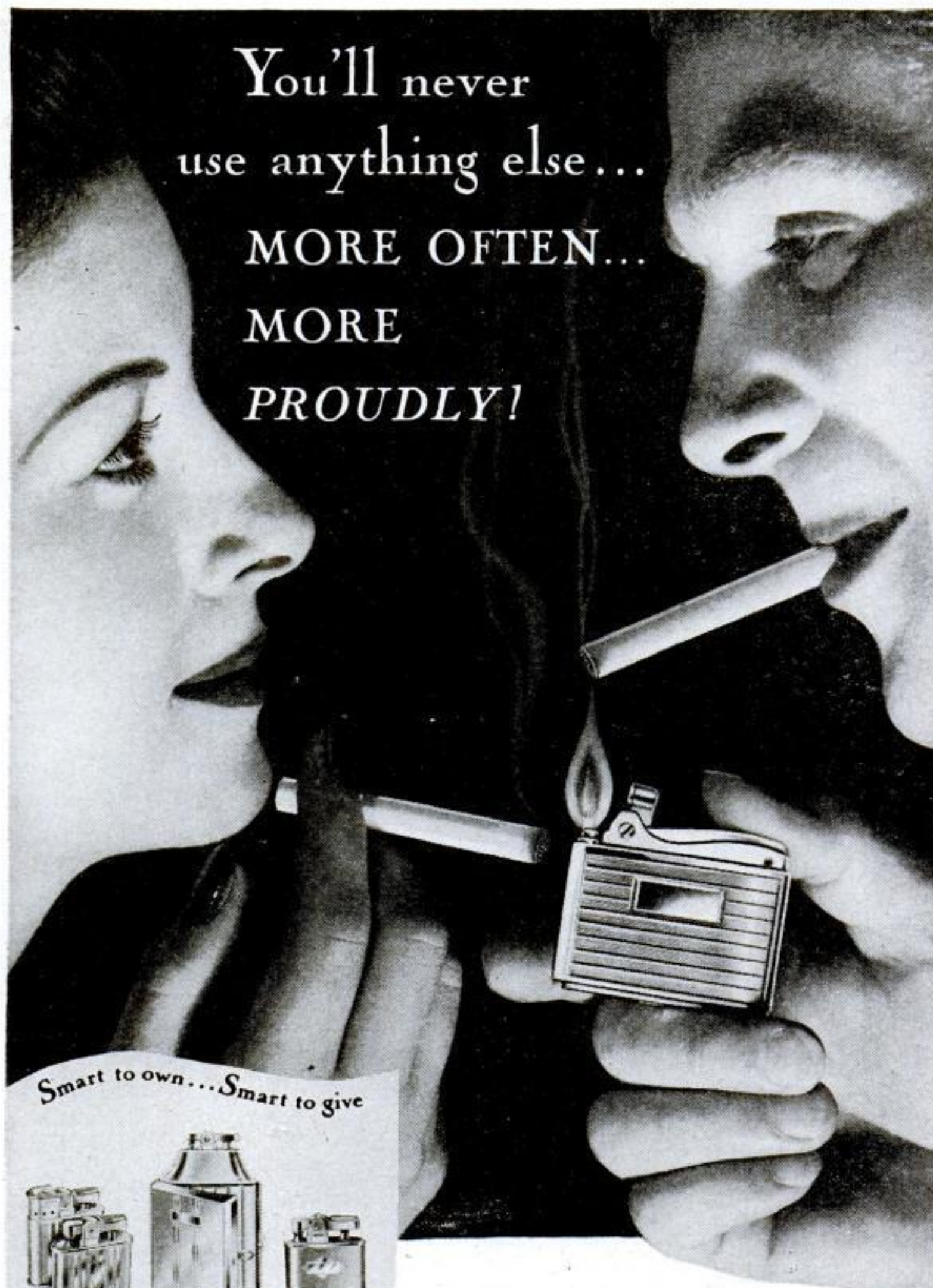


THIS CHEETAH WAS RUNNING AT 40 MPH WHEN VIRGINIA KILLED IT

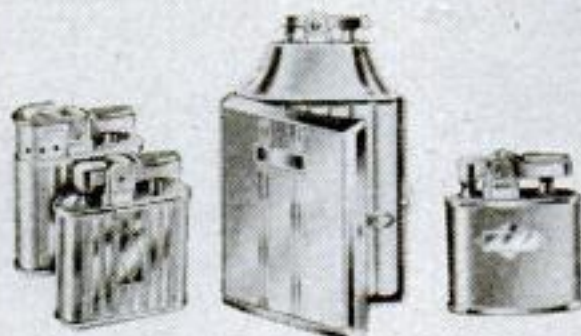
VIRGINIA SITS ON THE SIDE OF HER ELEPHANT, WHICH SHE NAMED DONALD AFTER HER FAVORITE WHITE HUNTER. DONALD KER







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NEWARK, N. J.

TORONTO, ONT.

LONDON, ENG.

## SPEAKING OF PICTURES

CONTINUED



**ON SAFARI** the Brooks family set up tents at intervals and used them as headquarters. Here they sit in one and have lunch, served by native bearers. At the table (left to right) are Mrs. Brooks, Virginia, a hunter and Mr. Brooks.



**COLOSSAL NERVE** is held up to the camera by Virginia. It was taken out of one of the tusks of her elephant, weighed 25 lb. The ivory tusks together, without their nerves, weighed 200 lb., ranked with the biggest ever seen in Kenya.





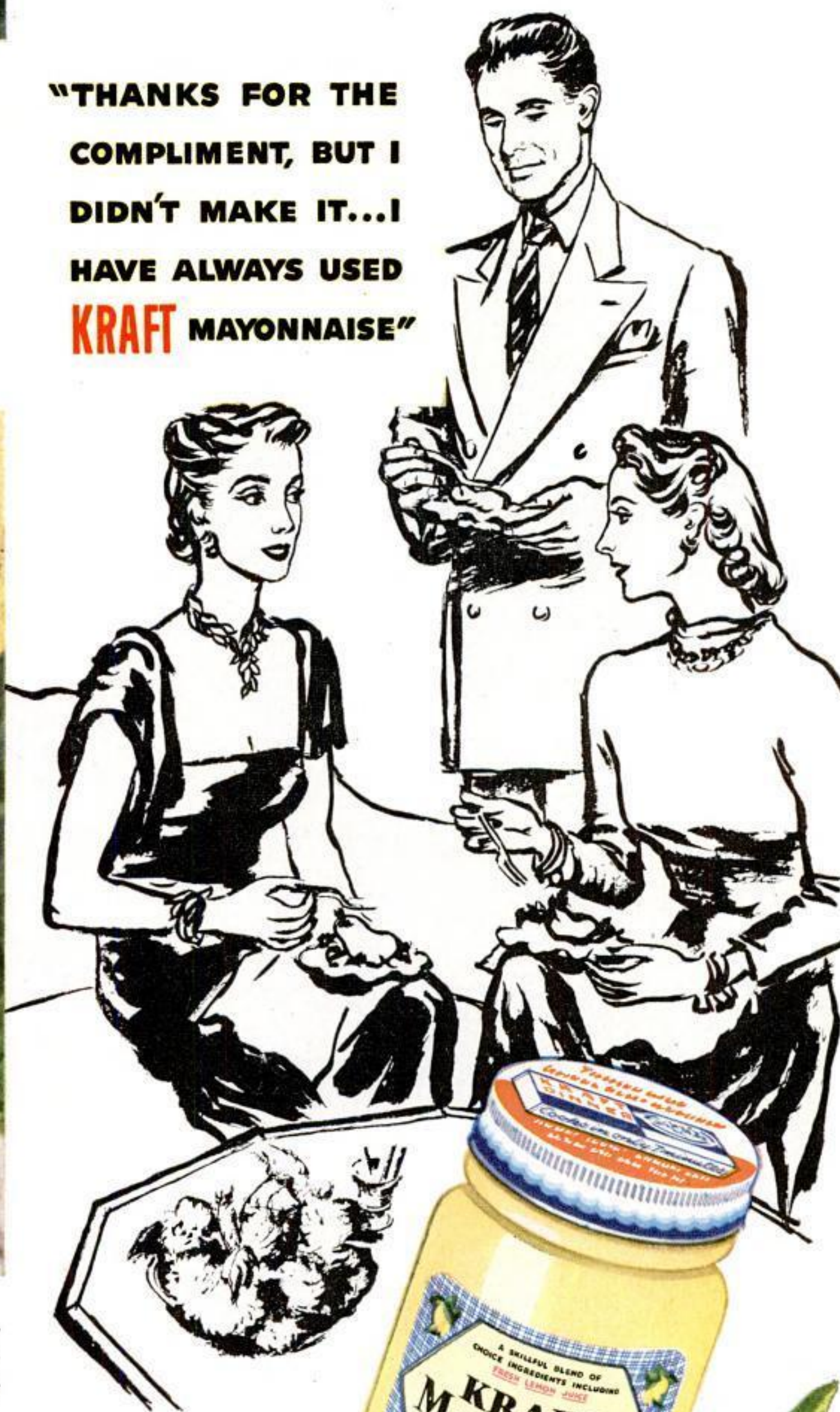
Crowning glory for your most glamorous salads . . . the making of everyday ones . . . is the superb mayonnaise that carries the name KRAFT. Now, once more, it's at your dealer's in plentiful supply. So try it soon.



**PEAR SURPRISE.** Drain canned pear halves well; for each serving, put 2 halves together with a filling of Kraft Pineapple Cheese Spread. Place upright on salad plate, tint very lightly on each side with red coloring to simulate fresh fruit. Surround with crisp watercress, top with sprig of mint; serve with the piquant perfection of Kraft Kitchen-Fresh Mayonnaise.

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most critical  
praise this mayonnaise*

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# LETTERS TO THE EDITORS

## ENGLAND'S ARISTOCRACY

Sirs:

In your article on the aristocracy of England ("English Society," LIFE, Sept. 8) you noted in passing that the Earl of Huntingdon was one of the socialist peers. This should not be so surprising as it is strictly in accord with the traditions of the title.

According to popular legend, one of the earliest possessors of the title



EARL OF HUNTINGDON?

was also actively engaged in schemes for removing inequities from the distribution of the country's wealth. The methods which this early philanthropist and humanitarian employed were even more direct than those of the present Labor government.

He is commonly remembered today by his popular nickname—Robin Hood.

HOWARD L. MORRIS  
New York, N.Y.

● Whether Robin Hood was one of the Earls of Huntingdon or whether he existed at all has never been authenticated by scholars.—ED.

Sirs:

You refer to the dog on your cover as Lady Sarah's "collie." Unless I am very much mistaken this so-called collie is a Sheltie, otherwise known as a Shetland sheep dog, or miniature collie. These Shetland collies bear the same relation to the full-sized collie that the Shetland pony does to the horse. . . .

CATHERINE E. COLEMAN  
Chesterfield, Mass.

● There are three kinds of collie: the rough-coated, the smooth-coated and the Sheltie. Reader Coleman is right in identifying Lady Sarah's dog as a Sheltie, a breed which is

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L-9-29

(Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.  
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generally believed to produce the finest sheep dogs in the world.—ED.

## GRAND CANYON

Sirs:

Eureka! You've done it again! . . . Your Grand Canyon essay (LIFE, Sept. 8) compresses the elements of geologic history of our most famous "outcrop" into 10 scant pages! Geology students have heard the story since the canyon was discovered, but when LIFE tells it, all America knows that there is more to scenery than "just rocks." For a superb job of translating one tiny excerpt from that most fascinating of all books, the earth's crust, my heartfelt thanks.

JOHN B. LUCKE  
Storrs, Conn.

## BRITISH MILLS

Sirs:

Some months ago in a story you ran on British industry (LIFE, April 28) you showed a picture of textile machinery which you labeled "50-year-old looms in Nunroyd wool mills. . . ." You also stated that these looms are "slow and inefficient." May we point out LIFE's own inefficiency on two counts: 1) that the photograph is not of Nunroyd mills at all, and 2) that the photograph was taken at the Ashton mills in the Midlands—like Nunroyd, one of the most modern in Britain.

MONICA OWEN  
Time and Life Ltd.  
London, England

● LIFE's apologies to the Nunroyd mills on all counts.—ED.

## "THE PUBLIC'S HEALTH"

Sirs:

We agree with your editorial, "The Public's Health" (LIFE, Sept. 1), that Britain's new way is not necessarily the best for us. However we should like to call to your attention some unfortunate misstatements. . . .

"Socialized medicine," said President Truman, "means that all doctors work as employees of government." No such program is proposed in the U.S. The National Health Insurance and Public Health Bill (S. 1320), before Congress, proposes a national health-insurance plan which does not alter the present practice of medicine. Under the plan doctors would not become employees of the government but would continue their private practices as heretofore. Patients would continue to be free to choose the doctor of their own choice and doctors would be free to accept or reject patients. All that is contemplated is a compulsory prepayment plan to solve the economic problem of distributing medical care so that persons and communities throughout the country, regardless of their economic status, may be able to purchase needed medical and hospital services. This is hardly "socialized medicine." If, for the sake of brevity, the term is used, let us realize that the term does not define the entity.

The cost of such a program, you state, according to various estimates, is \$8 billion to \$14.6 billion a year. This is an untrue statement. This top figure of \$14.6 billion a year is not the estimate of the cost of health insurance but the total cost of a complete social-security program for 1975 which, in addition to health insurance, also includes old-age insurance, unemployment insurance, tem-

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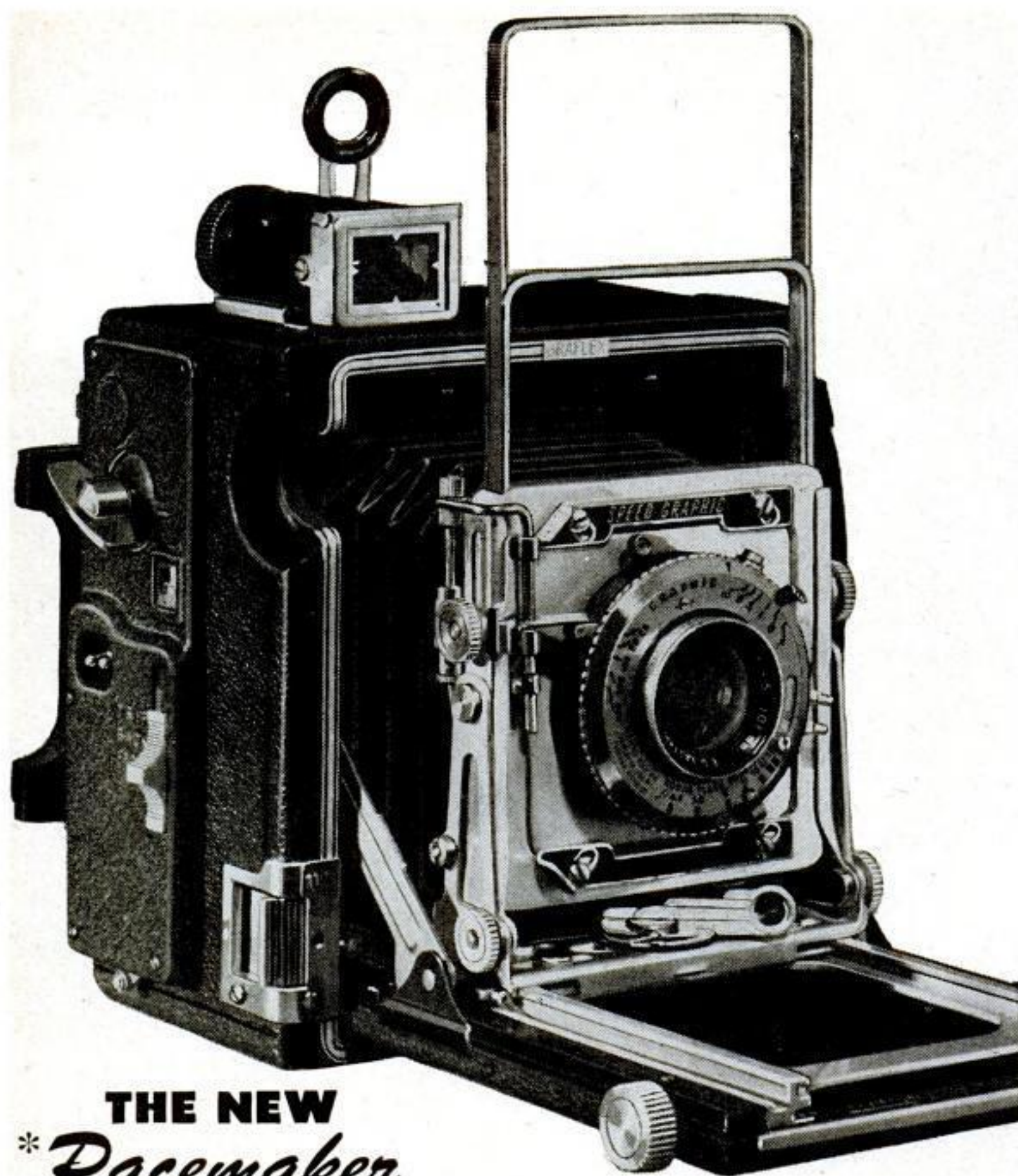


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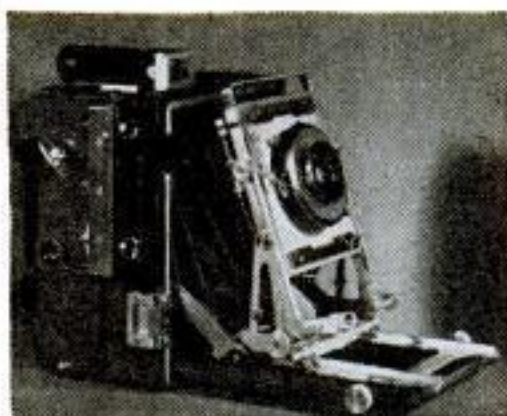
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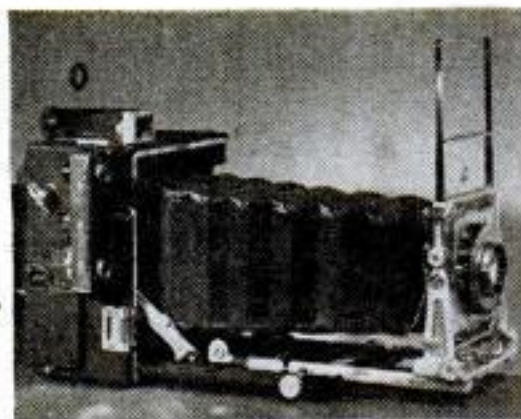
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**LETTERS TO  
THE EDITORS**

—CONTINUED—

porary disability insurance and federal, state and local funds for noninsurance programs. It is the estimate of Mr. Gerhard Hirschfeld, director of the Research Council for Economic Security. Of this total of \$14.6 billion a year, Mr. Hirschfeld estimates that only \$3.4 billion a year will be used for health insurance, which is approximately the amount now being spent for medical care.

Although it was impossible for us to uncover the source, your statement that about a "third of our population doesn't pay for being sick" is patently not true. For example, you include in this group the veterans. Actually veterans receive very limited free medical care. With few exceptions it is only for service-connected disabilities. According to the *Army Times*, quoted editorially in the *New York Sun* on Sept. 3, it is estimated that 72% of the veterans will cash in their terminal leave bonds and that of the proceeds 11% will be used to pay medical bills.

You seem to favor the program proposed by the New York Academy of Medicine and state that it does not require "elaborate legislation other than appropriations." We question whether you are fully aware of the implications of such a program. The Academy proposes doling out federal money to families that cannot afford to join private prepayment hospitalization plans and private prepaid group-practice panels. Even the American Medical Association admits that families with incomes of less than \$3,000 per year have difficulty in meeting the cost of serious illness. Seventy percent of our population falls in this category. Thus, to receive the benefits of this program 7 out of 10 Americans, 97 million individuals, must destroy their self-respect, ask for charitable help and subject themselves to an investigation of their financial resources. Is this what LIFE advocates? Needless to say, not only will such a program require elaborate legislation, but it will necessitate an army of investigators which challenges our imagination.

Actually the issue before us today is not our present hit-or-miss organization versus the new British way. It is, instead, whether we should embark on a vast federal medical-charity scheme suggested by the New York Academy and contained in a bill introduced by Senator Taft, or a self-respecting national health-insurance plan. Surely the latter is more in keeping with our American tradition.

JOSEPH H. LOUCHEIM  
New York, N.Y.

● A good theoretical case for national compulsory medical service can certainly be made, as Mr. Louchheim's letter shows. Also he is right that LIFE's estimate of its top cost (\$14.6 billion) includes other than medical benefits. But the corresponding low estimate (Senator Wagner's) is \$11.6 billions, which still gives a variance of \$3 billions. European experience shows that actual costs mount steadily, leaving all advance estimates far behind.

LIFE's estimate that "about a third of our population doesn't pay for being sick" was based on the facts that nearly three quarters of U.S. hospital beds are publicly supported, that 20% of acute hospitalizations are free, that another 50%



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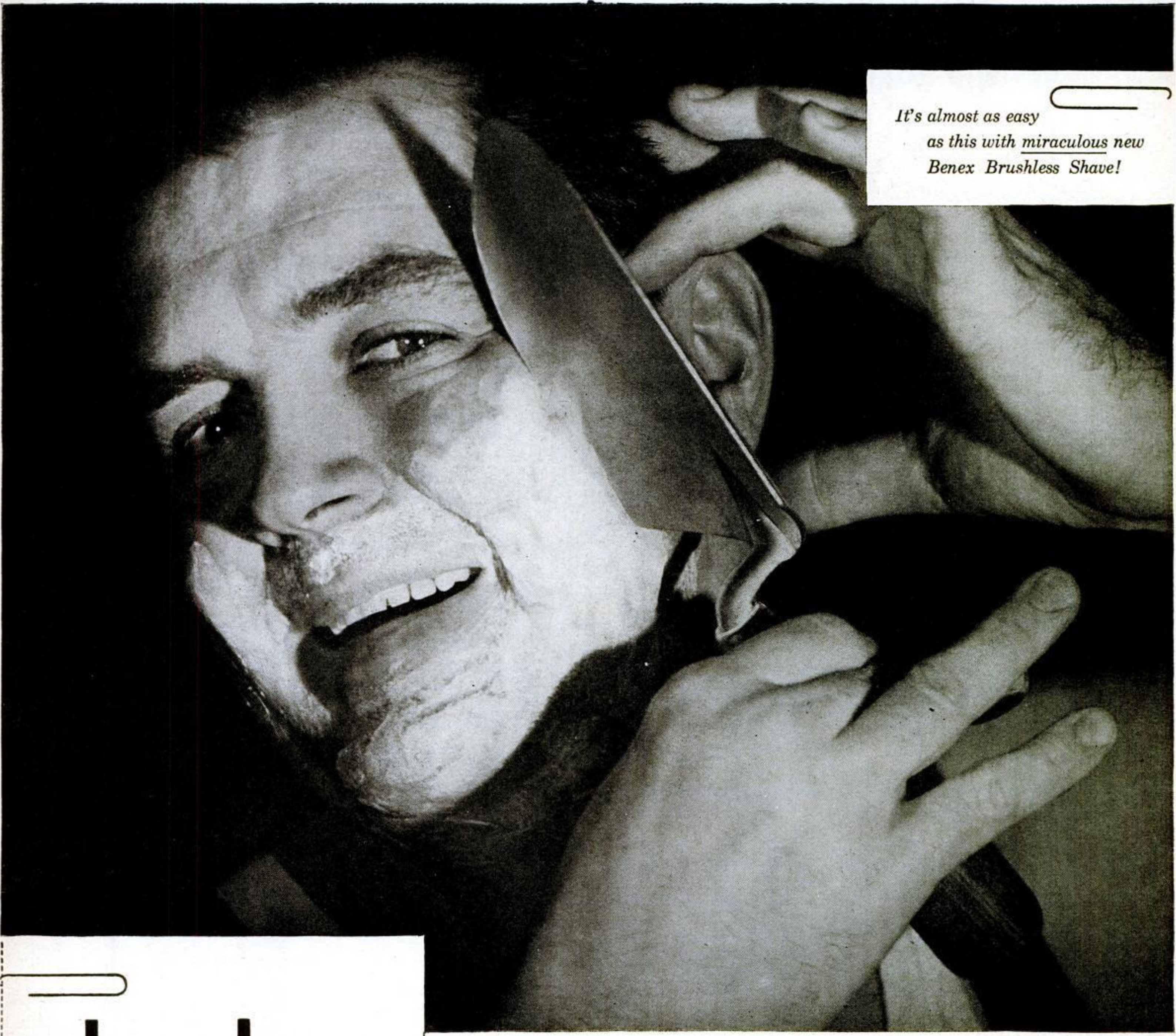


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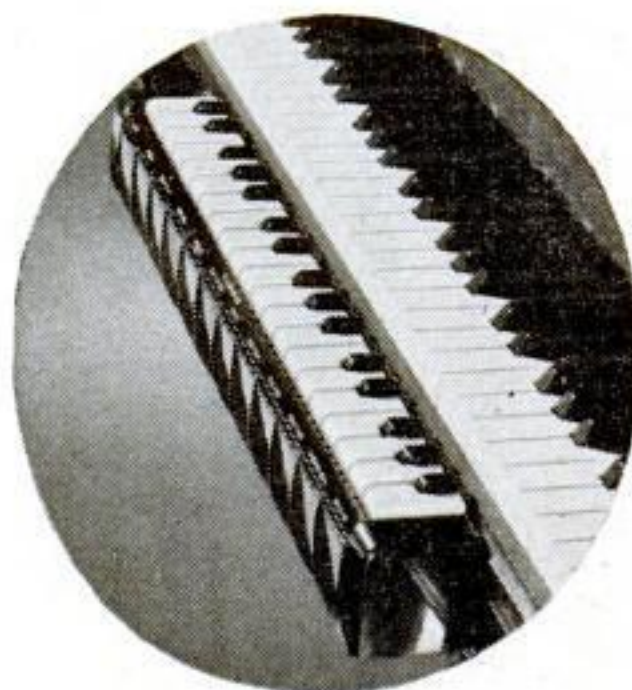
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## LETTERS TO THE EDITORS

—CONTINUED—

do not pay their full charges, and that soldiers, sailors, many veterans, Indians, etc. are treated free. It still seems to us a conservative estimate.

Neither LIFE nor the New York Academy wants "a vast federal medical-charity scheme." What we proposed was the continued extension and expansion of the many community experiments in group practice and prepaid hospitalization which are proving themselves daily throughout the U.S. Some of these require federal or state aid. But any national compulsory scheme, imposed at this stage of our experience, would be at worst dangerous to medical standards, at best premature. LIFE favors universal medical care built "from the floor up rather than from the roof down."  
—ED.

### RADIO REPAIRMEN

Sirs:

In your article on the "Repair-It-Yourself Radio" (LIFE, Sept. 8) you have been careful to point the finger of unfavorable publicity only at "those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him," but it seems probable your readers will be left with the impression that *all* radio repairmen charge excessive prices. To me, it seems unfair to thus inferentially indict some 60,000 independent small businessmen—the radio-service technicians.

It is, of course, obvious that you will find some rascals in any large group. I believe, however, you will find the average radio repairman a good, at least average citizen of this country who is anxious to improve his standing in his community by doing an honest day's work for an honest day's income. . . .

HARRY A. EHLE

Narbeth, Pa.

Sirs:

. . . Must we continue to bear the brunt of your unjustifiable criticism? After all, there are a few bum magazine editors, too.

PAUL F. ALPHEN

Jamaica Plain, Mass.

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# Some things you should know about sleeping pills

No. 207 in a series of messages from Parke, Davis & Co.  
on the importance of prompt and proper medical care.



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action of other drugs more effective.

Many types of sleep-inducing drugs have been developed. Your doctor chooses among them according to the individual case.

*Sleep-inducing drugs can be of great value. Like any beneficial product these drugs can be abused. Taken without your doctor's express orders, they may be dangerous. You have probably seen newspaper accounts of deaths or serious poisoning caused by excessive misuse of these drugs.*

Taking sleep-inducing drugs—when there is no medical reason for you to do so—is an extremely

foolish habit to acquire. For if you become accustomed to using them to put you to sleep, it may eventually become almost impossible for you to sleep without them.

**SEE YOUR DOCTOR.** If you have trouble going to sleep, or sleeping through the night, consult your doctor. Let him find the *reason* for your sleeplessness and suggest the proper treatment.

If he should prescribe a sleep-inducing drug, follow his instructions accurately. He is the one person whose advice you should take in any matter that concerns your health.

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### LIFE'S COVER

John (Johnny) Lujack, of Connellsville, Pa., a 22-year-old boy of Polish descent, is the quarterback of Notre Dame's 1947 football team (pp. 86-91). He calls the signals, does the kicking and passing. A unanimous all-America selection in 1946, Lujack by common consent was considered a cinch to make this year's all-America team even before the season opened. One of the four athletes in Notre Dame history to win four major sports awards in a single year, besides football he has letters in baseball, basketball and track. A war veteran and senior, he plans to play professional football next year.

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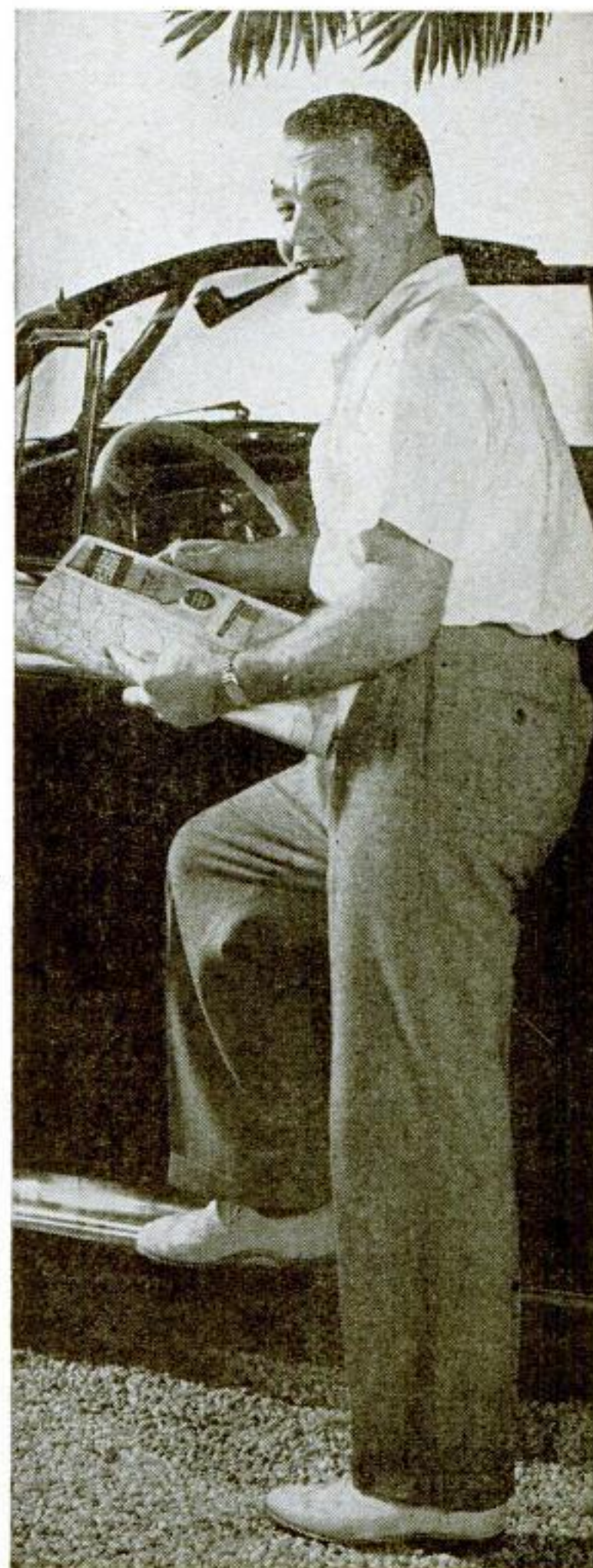
"But Jim said something that surprised me. 'You know, you're luckier than I am. You can retire—easier than I did. You can plan now to get a guaranteed income, with no investment worries, when you're, say, 55. For men in their forties—or younger—there's a modern answer to the retirement problem. You needn't be rich. You needn't have a lot of money saved.'"

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*Concerto in D Minor for Two Violins and Orchestra*—J.S. Bach. Heifetz plays both solo parts. With the RCA Victor Chamber Orchestra, Franz Waxman, Conductor. M/DM-1136, \$2.85.

*La Fille aux Cheveux de Lin* (*The Girl with the Flaxen Hair*)—Debussy; *Jota* (from "Seven Popular Spanish Songs")—Falla. With Emanuel Bay at the piano. Record 10-1324, 75¢.

**Leopold Stokowski** and his Orchestra: *Toccata and Fugue in D Minor*—J. S. Bach. Record 11-9653, \$1.00.

**Ania Dorfmann**, Pianist: *Un Sospiro*—Liszt; *Aufschwung*—Schumann. (Miss Dorfmann plays these selections in the sound track of the film, "The Other Love.") Record 11-9672, \$1.00.

**José Iturbi**, Pianist: *Arabesque*—Schumann. Record 10-1325, 75¢.

**Artur Rubinstein**, Pianist: *Ritual Fire Dance* and *Dance of Terror* (both from "El Amor Brujo")—Falla. 10-1326, 75¢.

**E. Robert Schmitz**, Pianist: *Preludes, Book 2*—Debussy. M-1138, \$5.25.

**Jussi Bjoerling**, Tenor: *Come un bel dì di Maggio* (from "Andrea Chénier")—Giordano; *Barcarola: Di' tu se fedele* (from "The Masked Ball")—Verdi. With Orchestra, Nils Grevillius, Conductor. Record 10-1323, 75¢.

**Igor Gorin**, Baritone: "*An Igor Gorin Program*." Six selections. With Orchestra, Maximilian Pilzer, Conductor. Album M-1125, \$3.00.

**Christopher Lynch**, Tenor: *I'll Take You Home Again*, *Kathleen*; *By the Old Turf Fire*. With Orchestra, Maximilian Pilzer, Conductor. Record 10-1316, 75¢.

**Patrice Munsel**, Soprano: "*A Patrice Munsel Program*." Eight selections. With Al Goodman, his orchestra and the Guild Choristers. Album M-1130, \$3.75.

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## VISHINSKY'S DIATRIBE SHAKES U. N.

Last week the General Assembly of the United Nations convened at New York's temporary Flushing Meadow Park hall for its second annual session. By the end of the week observers feared that it might be the second and last. The "cold war" between the U.S. and the Soviet Union was warmed perceptibly by a blunt statement of American principles and a violent Russian reply.

Although he did not pointedly name the Soviet Union, Secretary of State George C. Marshall's major policy demands were all aimed at Russia. A few were stern reiterations of earlier U.S. views, but two of them were brand new and as explosive as dry powder. Speaking in a drab monotone, Marshall proposed abolition of the Soviet-abused veto power in the U.N. Security Council. Then he urged establishment by the Assembly of an interim expediting committee on "Peace and Security" which would supplement the Council "without infringing on [its] jurisdiction. . . ."

Implying the need for such reform, Marshall blamed a "minority" for U.N.'s failure to establish atomic-energy controls and a disarmament plan. He declared the U.S.'s intention of laying the Greek problem and

Korean independence before the General Assembly at the current session.

The next day the Russians woke up screaming. The Soviet Union's bespectacled Deputy Foreign Minister Andrei Vishinsky (*below left and next page*) pinch-hitting for Molotov, harangued delegates for 92 minutes, blaming the U.S. and Great Britain for all of U.N.'s failures and accusing the U.S. press and U.S. capitalism of attempting to foment a third world war. Vishinsky defended the veto power and assailed Marshall's committee proposal as a plan to by-pass the Security Council. In a weirdly detailed indictment of capitalistic warmongers Vishinsky named several prominent American industrialists and statesmen, including U.S. Delegate John Foster Dulles, shown above with Delegate Eleanor Roosevelt, grimly listening to the Soviet diatribe.



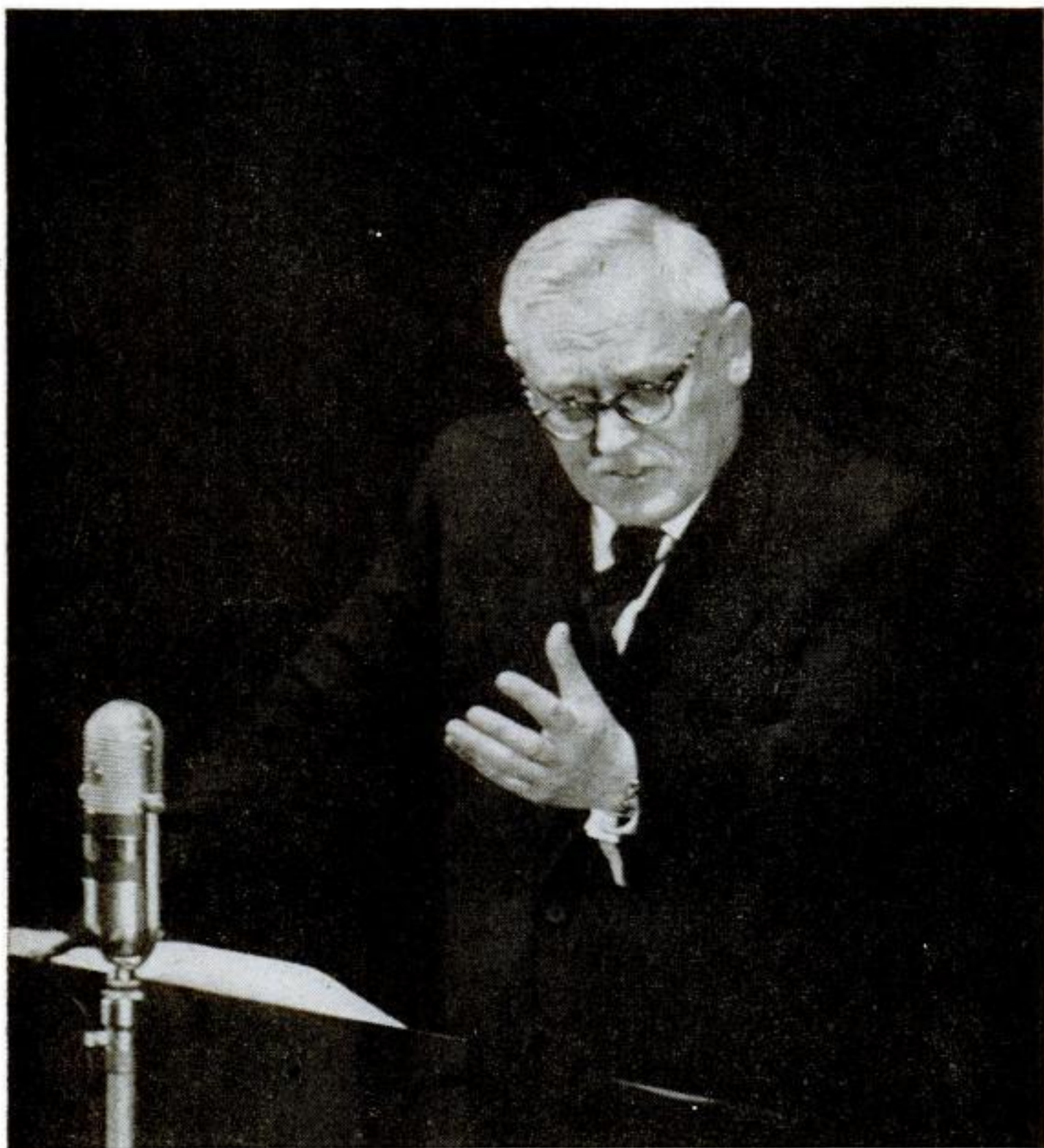
VISHINSKY'S FIST IS FOR U.S. AND BRITAIN

As the Assembly continued through the balance of the week, a few delegates lined up behind Vishinsky, the rest behind Marshall. The cleavage was not new, but it had never been wider. But to those who feared U.N. was foundering, calmer observers noted that nowhere in his polemic did Vishinsky threaten either Russian walkout or war. Hope was faint but it was not dead.

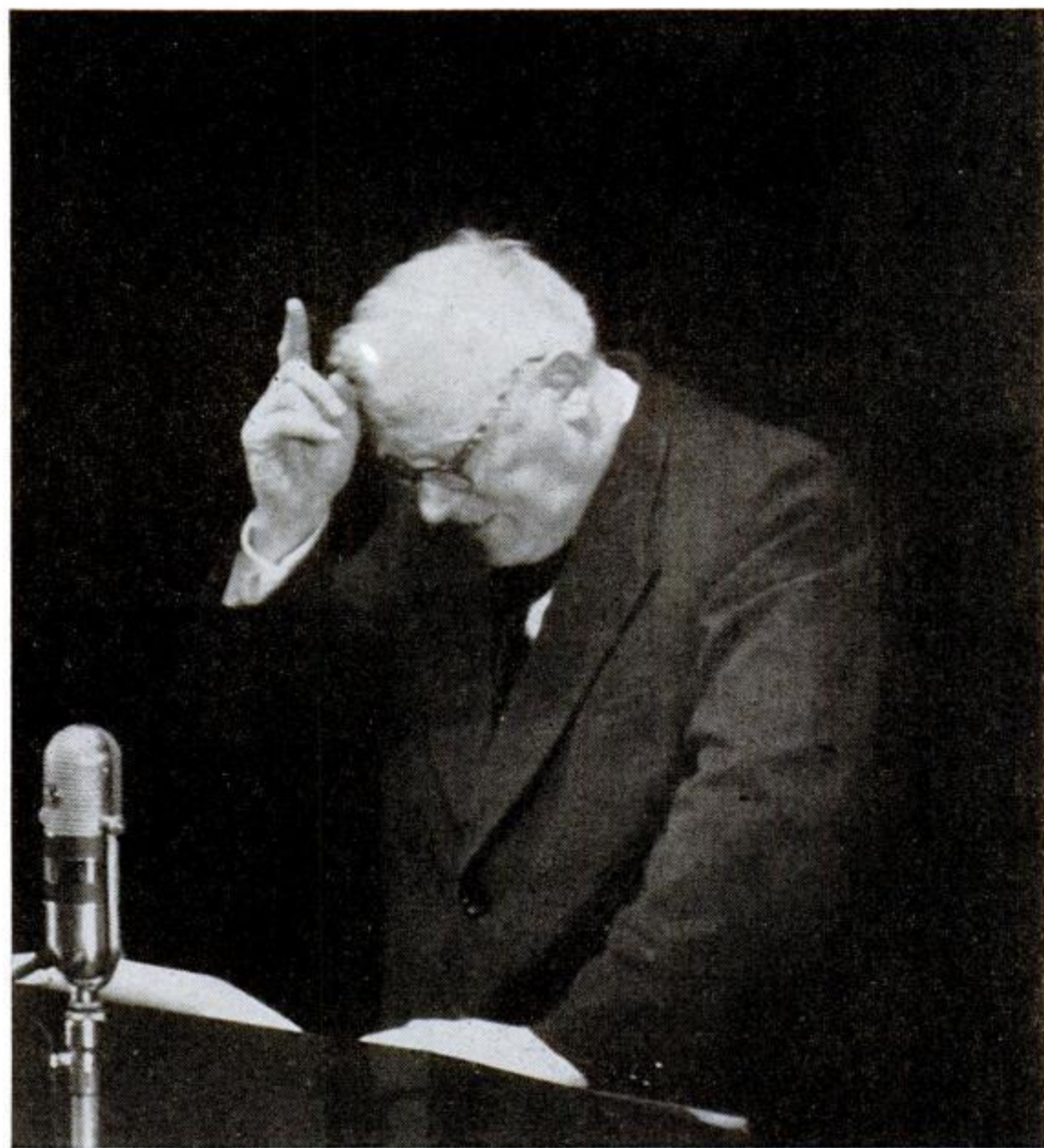


# PROSECUTOR IN ACTION

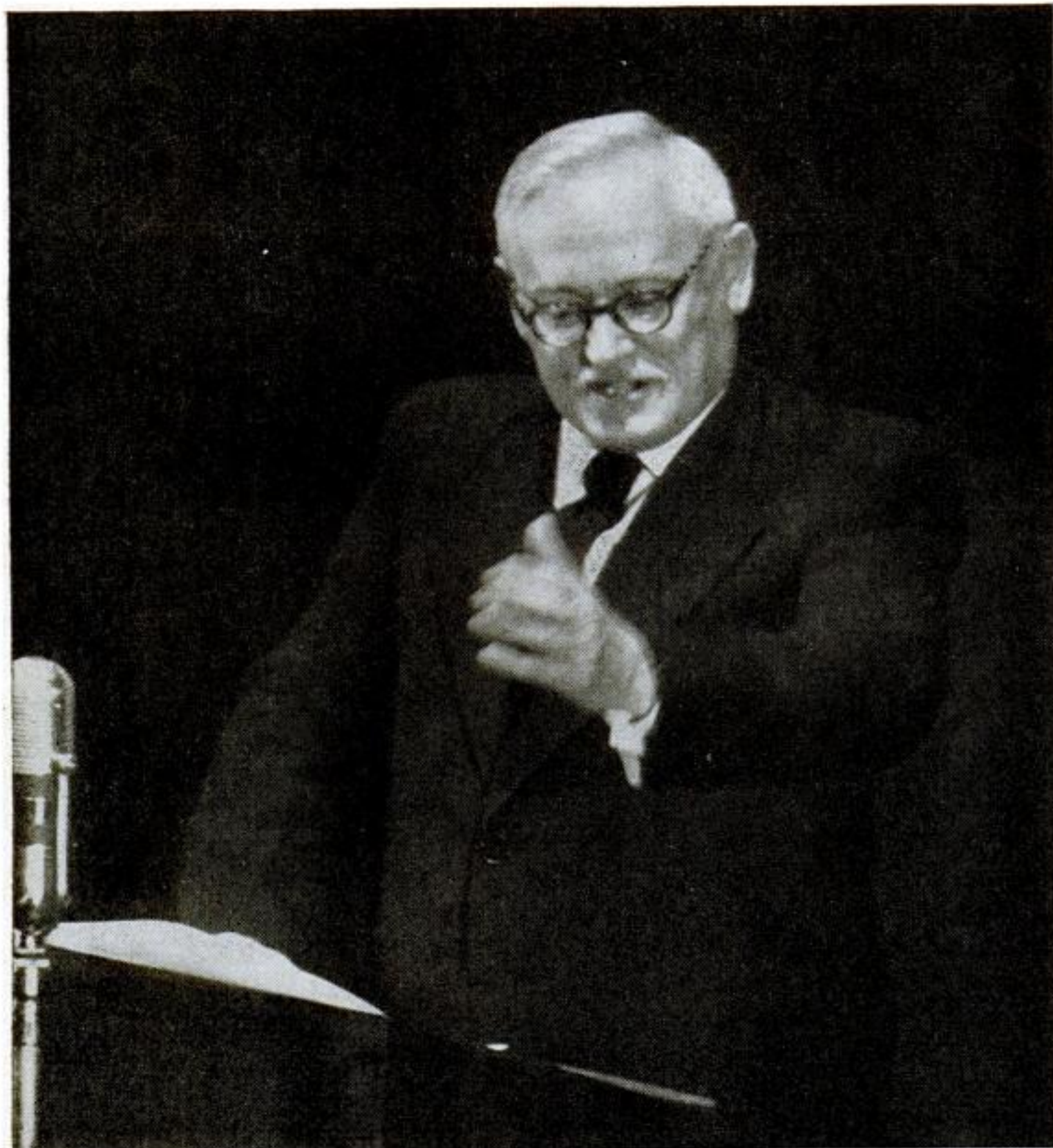
For intemperance, bad manners and bad facts Vishinsky's speech has had no equal in the U.N.'s short but stormy history. He said nothing that *Pravda's* journalists have not said before. What shocked the rest of the world was that a high Soviet official should say it in *Pravda's* back-alley language before a digni-



**PROVOCATIVE PREAMBLE** was tip-off to the character of Andrei Vishinsky's speech. He began, "For peace and friendship of nations, against the instigators of a new war—Mr. Chairman, fellow delegates. . . ." But it was not until his speech was half over that Vishinsky teed off and started to sound like a *Daily Worker* editorial.



**MARSHALL'S SELF-HELP PLAN FOR EUROPE:** "It is getting more and more clear to everybody that the 'Marshall Plan's' being put into effect will mean subjugation of European countries to the economic and political control exercised by the U.S. . . . At the same time this plan is an attempt to break Europe into two camps. . . ."



**WAR PROPAGANDA:** "This propaganda of a new war is being carried on under various flags and pretexts . . . [but] the essence [is] . . . to justify the furious armament race in the U.S., atomic weapons included; to justify the limitless desires of the influential circles in the U.S. to fulfill . . . a crazy 'idea' of world domination. . . ."



**WAR PREPARATION:** "Numerous facts prove . . . the war psychosis is being warmed up [in the U.S.] by putting into effect practical measures of military and strategical character . . . in accordance with plans of future military operations, expansion of new armaments and feverish work for the purpose of improving weapons. . . ."

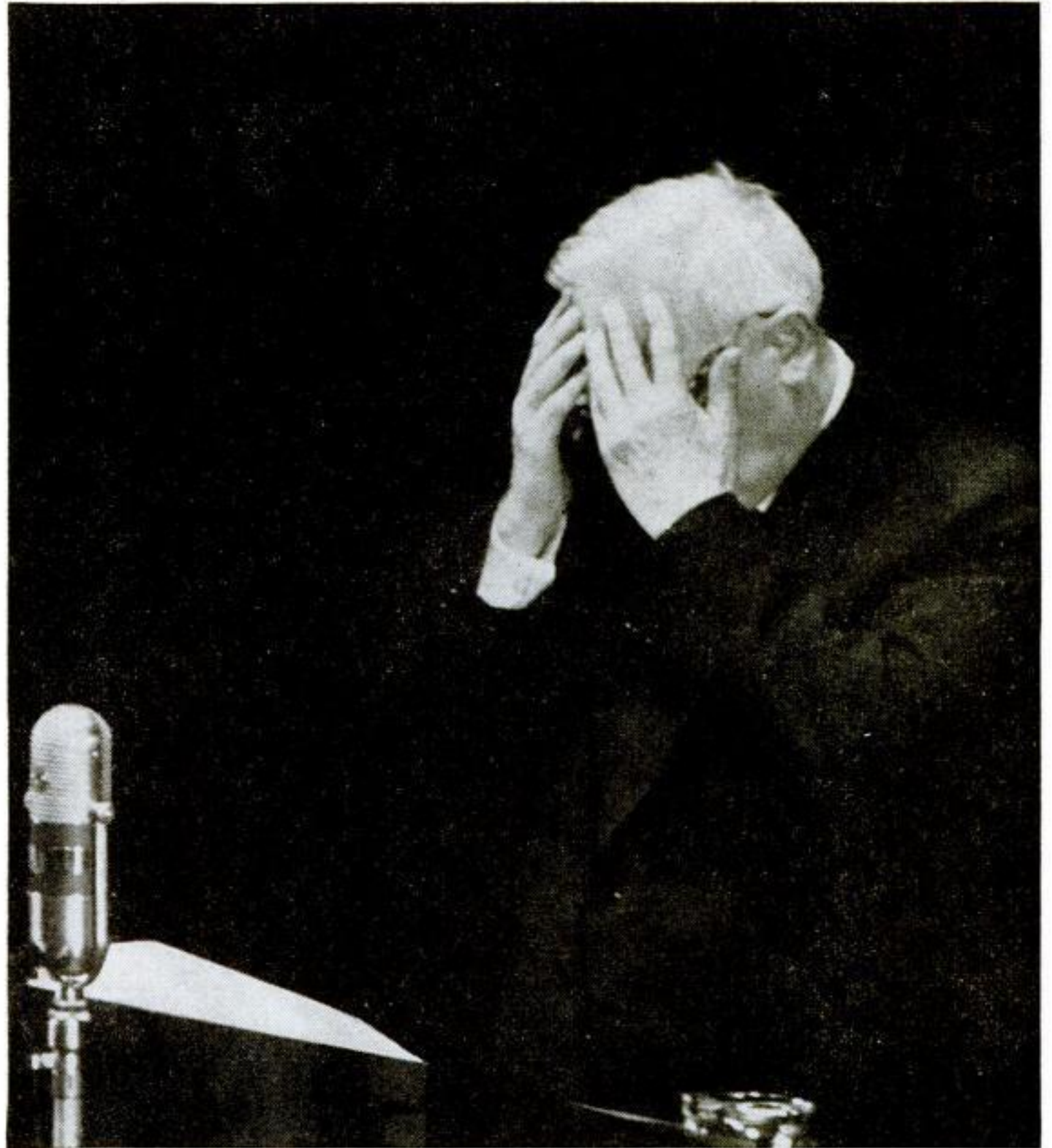


fied assembly of world statesmen. He flung epithets like warmonger at high U.S. officials and he scathingly referred to U.S. leaders with derision and scorn. Typical of his many errors was his reference to Drew Pearson as "Leon Pearson." The world should not have been much surprised at Vishinsky's Hitlerish

words and manner. He was the same Vishinsky who attracted attention beyond the Russian border in 1938 as the prosecutor of the celebrated Moscow purge trials. On these pages LIFE shows Photographer Leonard McCombe's pictures of Prosecutor Vishinsky arguing his violent case against the Western world.



**U.N. BALKAN COMMISSION'S REPORT:** "... The very raising of this question [Communist infiltration into Greece] is devoid of any foundation. The charges by the American delegation against Yugoslavia, Bulgaria and Albania are utterly arbitrary and without any proof. ... Full of contradictions and gross exaggerations. ..."



**U.S. PLAN FOR ATOMIC CONTROL:** "The American delegation has been stressing the significance of inspection. ... Disregarding even the fact that such an intervention will undermine and destroy the economy of any country. ... The Soviet delegation is opposed to such a thesis and will remain opposed to it in the future. ..."



**REDUCTION OF WORLD ARMAMENTS:** United States and British representatives ... proposed such terms ... as could not but result in failure. ... The United States and Great Britain are unwilling to disarm and ... they put brakes on the realization of disarmament, which gives reason for anxiety among the peace-loving nations."



**CONCLUDING HARANGUE,** Vishinsky broke into an expansive smile. He had introduced a resolution, demanding among other things the prohibition of "war propaganda" on pain of "criminal punishment," and in some of 1947's prize dialectics had argued that expansionist, obstructionist Russia was the only true champion of peace.





FROM A ROSTRUM BENEATH THE GREAT DAIS SECRETARY OF STATE GEORGE MARSHALL CHARGES RUSSIA WITH OBSTRUCTING THE WORLD'S ROAD TO PEACE. MARSHALL'S

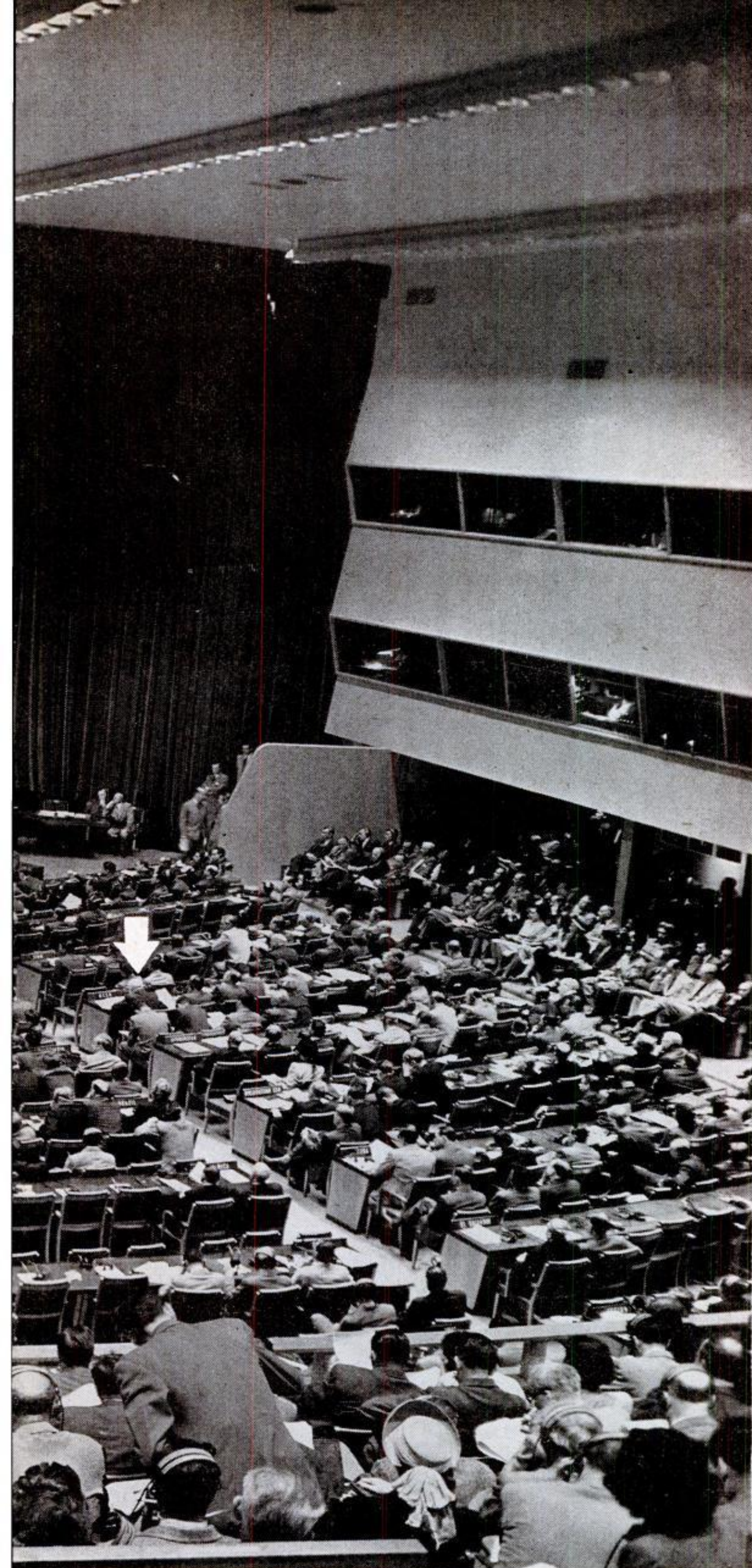
# MARSHALL'S QUIET SPEECH PRECEDED THE FIREWORKS

U.S. Secretary of State and other delegates speak  
to the world from remodeled New York skating rink

The U.N. General Assembly Hall, where Secretary Marshall dispassionately droned his indictment of Soviet obstructionism (*above*) and Andrei Vishinsky screamed in angry reply, is a remodeled skating rink originally built as the New York City Building for the World's Fair in 1939. When Marshall spoke, some of the 550 chairs provided for delegates were empty, but the public section on the lower floor and the seats for official guests (*left and right*) were jammed. The glassed-in film and radio booths were crowded. In the press gallery (*immediate foreground*) some newsmen wore headsets for the interpretation of the speech into French. A few covered the speech via television from the nearby press bar.

The seating of delegations was decided by a drawing and alphabetically, the U.S. and the U.S.S.R. found themselves dramatically opposed. Marshall thrust his own chair into the aisle (*left*) when he strode to the rostrum. Across the room, Vishinsky (*arrow*) hunched low in his chair as he listened to Marshall's denunciation. Despite the import of his words, the U.S. Secretary's delivery





EMPTY CHAIR IS IN AISLE AT LEFT. ARROW AT RIGHT INDICATES VISHINSKY

was unexciting. On the dais under the huge blue-and-gold polar projection of the world, Secretary General Trygve Lie (*left*) and his assistant, Andrew Cordier (*right*), looked bored, while Assembly President Oswaldo Aranha of Brazil (*center*) studied some documents.

After Vishinsky's answer to Marshall the following day, the speeches fell into a pattern that put some delegates like Britain's Sir Hartley Shawcross (*right*) to sleep. Most nations took their usual side, but the U.N. remained a forum where every member, however small, could speak its piece.

Meanwhile the Assembly's several committees began to organize and hold preliminary meetings. Before the Marshall-Vishinsky exchange the U.S. had made a graceful gesture of goodwill in nominating Poland's Dr. Oscar Lange for the chairmanship of the committee on social and cultural affairs. Earlier Joseph Bech of Luxembourg (*second row, right*) had defeated a Polish candidate for the chairmanship of the important First Committee on politics and security.



**RE-ELECTED** as president of the Assembly was Brazil's Dr. Oswaldo Aranha, who beat out Australia's Dr. Herbert Evatt.



**FORMER PRESIDENT** is Belgium's premier and minister of foreign affairs, ebullient and bespectacled Paul-Henri Spaak.



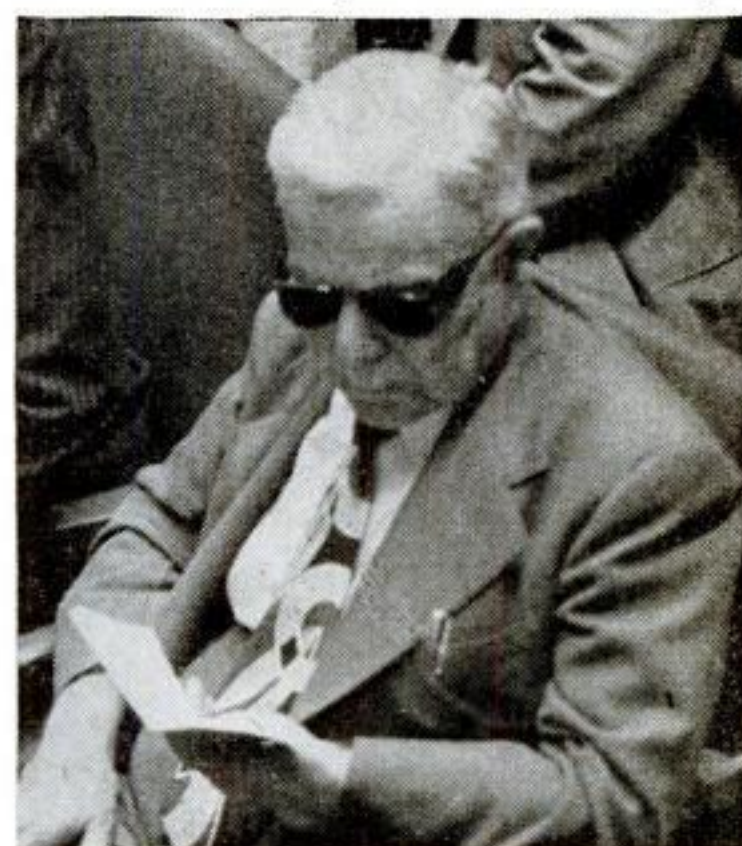
**NEHRU'S SISTER**, chairman of India's delegation, Ambassador Vijaya Lakshmi Pandit, spoke, deploring conflict in U.N.



**LITTLE-KNOWN** Joseph Bech of Luxembourg got a big job as the chairman of First Committee (political and security).



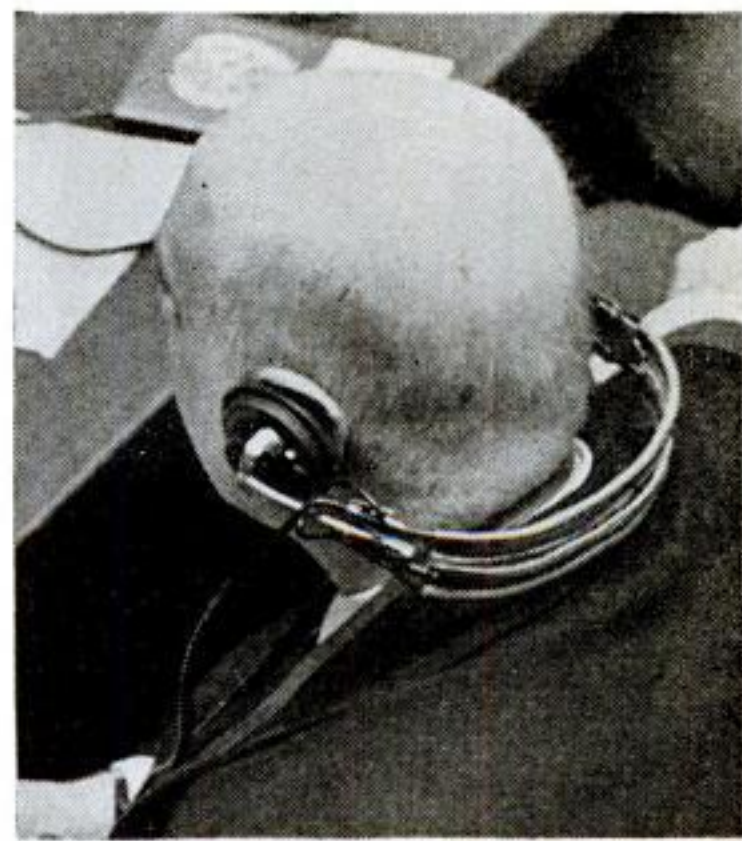
**SOUTH AFRICAN** H. G. Lawrence polishes glasses before commenting on "unorthodox . . . acquisitions" of the U.S.S.R.



**STORMY PETREL** of previous U.N. debates over Palestine is Syria's Faris Bey el-Khoury, a fierce protagonist of Arab rights.



**ORATION-WEARY** Sir Hartley Shawcross, Britain's delegate, slept peacefully through one of the endless oratorical bouts.



**BALD IRANIAN** delegate Abolghassem Fourouhar draped interpretation headset across his shoulders to spare his naked pate.





**INDIA** provides a colorful headpiece, a traditional Hindu cap, worn by Shavax A. Lal, adviser to the delegation, shown with friend at opening-night party at Waldorf-Astoria.

United Nations CONTINUED

# U.N. PUTS ON A GREAT SHOW

## Spectators see exotic faces and colorful costumes

For the opening day of the General Assembly more than 10,000 would-be spectators tried to get in. Every day thereafter, without exception, the 600 seats provided for the public were full. The crowds did not come only to listen, for except in the case of such fireworks as Marshall and Vishinsky provided last week the proceedings were frequently dull and long-winded. They usually came to watch what has become one of the most colorful assemblages of all time. The endless variety of native costumes, of faces and expressions from all the corners of the earth provided a show such as few people have ever been privileged to see. Yet even in the midst of this glittering competition Eleanor Roosevelt (*opposite page*) was usually the center of attraction. When she merely rose to nominate a committee chairman, the applause from all over the hall was deafening.



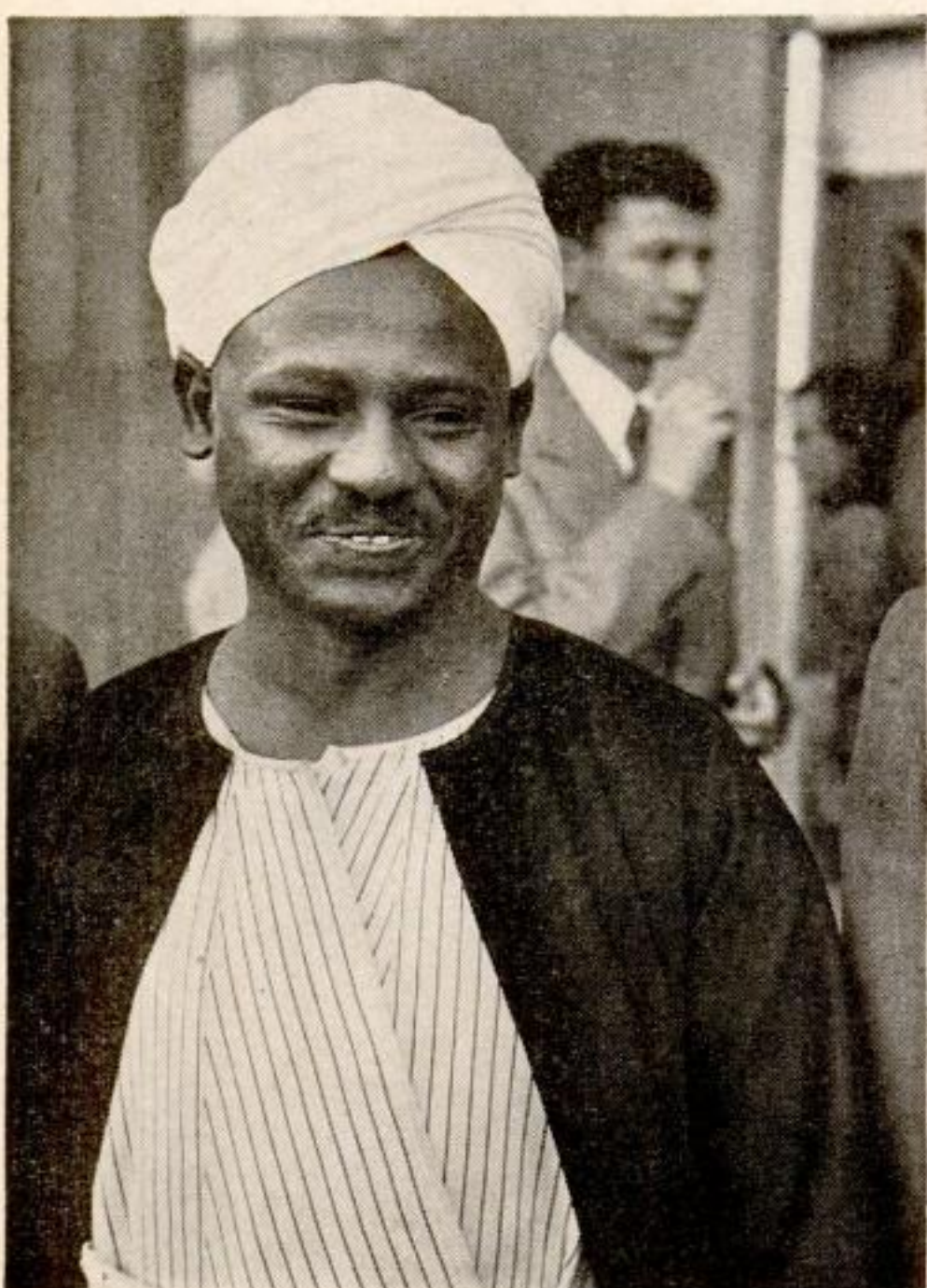
**FRANCE** is represented in the press gallery by Genevieve Tabouis, correspondent for the Paris *France-Libre*.



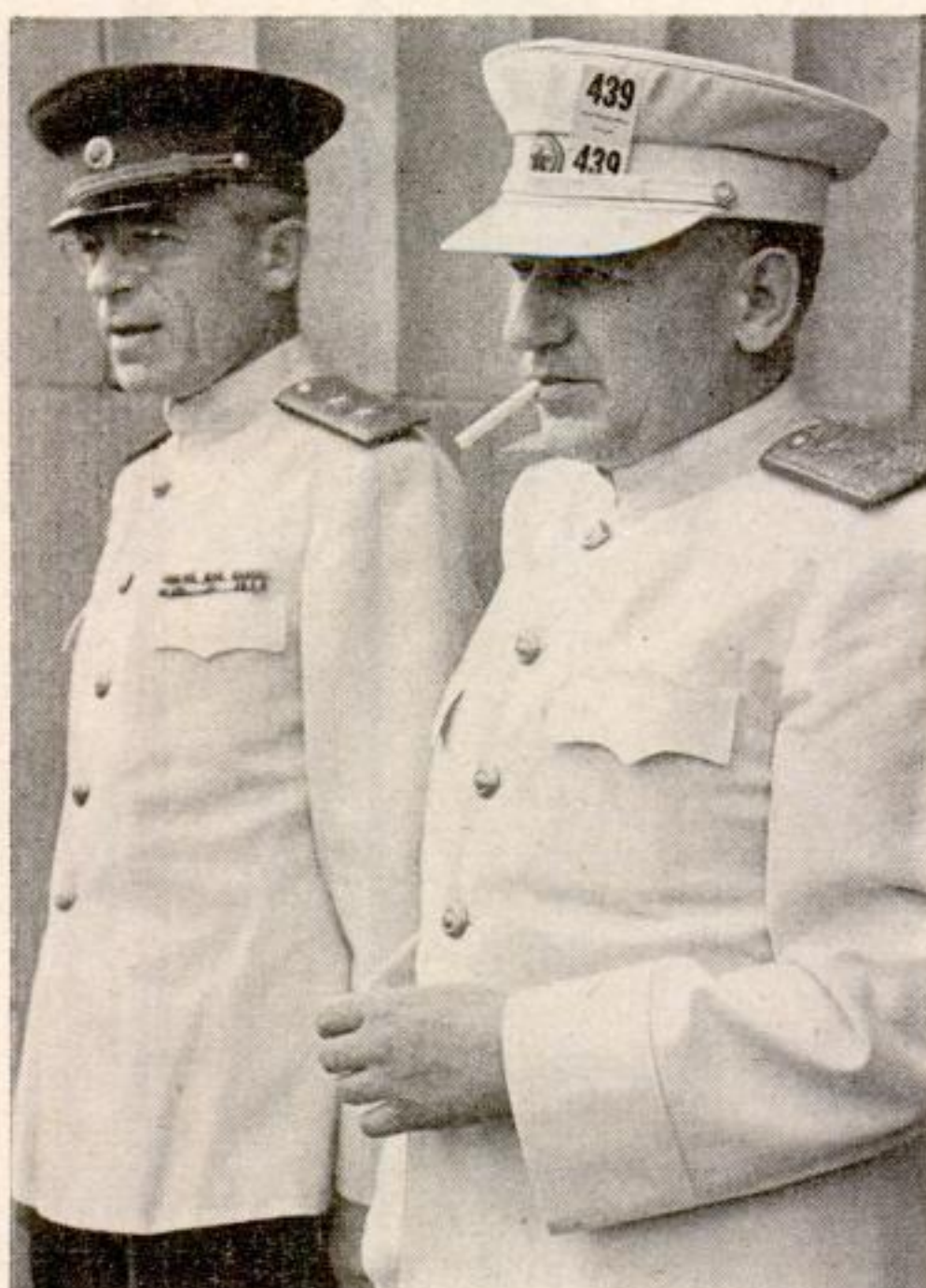
**IRAN** provides a full-fledged and handsome princess as mere spectator. She is Achraf Pahlavi, sister of the shah.



**UKRAINE** delegation is headed by mustached and demonstrative Dmitri Manuilsky, who wears sunglasses.



**SUDAN** observer is Sayed Sidig Abdel Rahman el Mahdi of the independence move against British and Egyptians.



**RUSSIA** always provides military pomp. These natty generals are A. F. Vassiliev (*left*) and A. R. Sharapov.



**SAUDI ARABIA** head is sinister-looking Emir Faisal al Saud, the viceroy of Hejaz and also its foreign minister.





IN THE GREAT EMPTINESS OF THE ASSEMBLY HALL  
DELEGATE ELEANOR ROOSEVELT SORTS HER PAPERS



# REFUGEES FROM COMMUNISM

WE HAVE A MISERABLY NEGLECTED DUTY TO FULFILL TOWARD THEM: LET'S DO IT

Mr. Vishinsky's rodomontade before the U.N. Assembly, in which he accused the U.S. of every crime from warmongering to treaty-breaking (pp. 32-33), was Communist propaganda at its most brutal. It was like being hit over the head by a galvanized-iron barrel of garbage. When they had recovered their breath Americans reacted in two different ways. Some began thoughtfully picking over the garbage. Others angrily hurled back the empty iron can: "Vishinsky is a liar." Neither of these reactions takes us very far. For just as there is little future in arguing with a Communist, there is also no lift, no catharsis in cursing him out.

Yet the anger the Russian inspires can surely be turned to some account: the account, for example, of self-examination. Since Vishinsky is so wide of the mark, let us ask ourselves and tell the world what is really wrong with America. Is our moral and political position so good that all our critics are liars? No. We are guilty; guilty of a great crime. It is a crime of neglect, omission and connivance. It is a crime quite similar to slavery, which made Thomas Jefferson say, "I tremble for my country when I reflect that God is just."

## Blackbirding, New Style

There are in Europe today 1,200,000 people who live in hiding or are confined in big cages, under Allied control. About one fifth are Jews whose special plight was dramatized by the recent horror at Hamburg (LIFE, Sept. 22). But this very spotlight has obscured the dark fate of the other million, the wretched, miserable non-Jews whose condition, though it may scarcely be believed, is far worse. These non-Jews once had homes in what are now parts of Russia or Russian satellite states. Distress or humiliation is not the question for them. Repatriation would mean either that they join the ranks of Russia's 14 million slave laborers—or death.

What happened to the Balts, Poles, Ukrainians, Yugoslavs and others who were captured as the Nazis swarmed over Eastern Europe?

The first thing that happened to them in the hectic hours after V-E Day was that, wherever they found themselves outside the Soviet zones, masses of them were herded by British and American troops back over into the Russian side of the line. The troops were not really to blame. It all happened way back in 1945 when the Western world was proffering to Russia an era of good feeling.

Anyhow, several millions of people who had been pulled out of Russia and Russian-occupied territory and who now didn't want to go back went back whether they wanted to or not. And quite a few went back tied up in ropes, delivered like African slaves in the blackbirding days. This made repatriation an even grimmer prospect than before, and so many resisted the process that a new Russian word was soon coined for those who chose to remain away: *nyevozvrashchantzi*—"non-returners." And now, of course,

the more loath a non-returner is to return, the more eager the Soviet Union is for his return. You can guess why. Let loose in the capitalist world, he would not serve as a very good propagandist for Communism.

In short, these people are not "displaced persons." They are, in the simplest terms, political refugees. They are refugees from Communism. "The shadow of the iron curtain," said Sir Frederick Morgan, ex-chief of UNRRA in Europe, falls upon them like "a shadow of the pit."

## Crippled Tradition

If the American people and their representatives were agents of the Kremlin, they could scarcely have done more to deliver these refugees to the assassin and slave master. For two years UNRRA team directors were told "to subjugate" all ideas except repatriation, for which they were to work "heart and soul." Other pressures were used. Last fall the Poles were bribed with 60 days' rations to go home. Plenty went over the line and then fled back. Nationalist camp papers and even schools and shops were discontinued in an effort to break up the anti-repatriation sentiment. Leaders of the sentiment were sent to separate camps. And those who had been repatriated and had then returned and been taken into custody were likewise isolated. Furthermore General Clay has very pointedly told them all that the Army can't keep on feeding them indefinitely.

The International Refugee Organization was set up by the United Nations to take over from UNRRA in July. Maybe IRO will do a better job, but it is still, according to its director, "a provisional organization." For one thing, its principal financial asset at this time appears to be \$3 million worth of gold fillings from the Nazi death-camp incinerators. Secretary General William Hallam Tuck hopefully says he expects to resettle at least 96,000 of his charges in the next three months. How about the other 904,000?

The Russians, who hobbled IRO at its inception, limited its favored clients to: 1) World War II victims; 2) Spanish Republican refugees; 3) "persons considered refugees" before World War II. And chief emphasis is upon return of refugees "to the countries of their origin," i.e., the Russians want that wretched million back in Russian territory whether UNRRA or IRO or any other organization is in charge of them.

What is all this?

We used to have in this country, and in those of our real allies, a great and glorious tradition of political asylum. The Communist Trotsky, for one, was very happy to flee to New York from czarist Russia. But get this for a switch: Nowadays the Soviet Union recognizes no right of asylum—its own escapees being branded as traitors and eligible for death—except to those "friends of the working class" who may have to scuttle back to the U.S.S.R. from

abroad. Are we perhaps the victims of what is known in gambling circles as a Mexican standoff?

Very little is being done, or can be done, for this miserable million under the present rules. But something very decidedly should be done and done soon because, although at present a cankering liability to the Western world, they are potentially an enormous asset.

Here are some suggested ways for us to get bright about the refugee problem.

There is a man named Ugo Carusi who used to be our immigration commissioner, who has been designated by President Truman to do what he can for the DPs. He is now on his way to Europe to classify them by trades, and he already knows where he can place a lot of tile-layers and tailors.

There is a man named William Pawley, our able ambassador to Brazil, who seems to have a deal about worked out whereby Brazil accepts 100,000 DPs and we pay the freight. Other South American republics, which have cottoned to the general idea, please copy.

There is a man named William G. Stratton, representative from Illinois. He has a bill to let in 400,000 refugees in the next five years. (There were many more unused quotas during the war years.) Just about everybody is for this measure except the cursed congressional xenophobes, and maybe even they will change their minds when their colleagues get home from Europe.

## Crack Those Cages

Ever since we have had a government, we have, like all the rest of the world's free lands, offered a haven for oppressed or political fugitives. Has our national memory lapsed? If we took in *all* the present European crop, Jews and non-Jews, it would increase our population by less than one percent. And who knows by what amount it would increase our democratic beacon light in an ever-darkening world?

Can any nation say it was not enriched by those to whom it afforded hospitality? Can any say it was not impoverished by those who fled?

We have the example to set in providing asylum for some part of these million fugitives from Communism. Literally and piously, for God's sake let us get these people out of their cages. And let us bring in those who wish to come to us.

## PICTURE OF THE WEEK: ➔

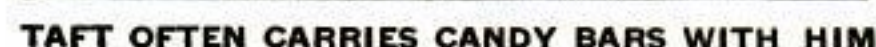
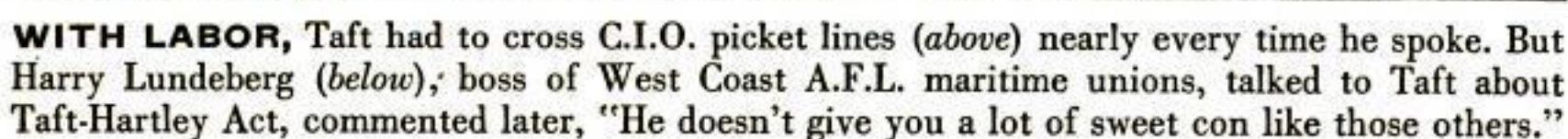
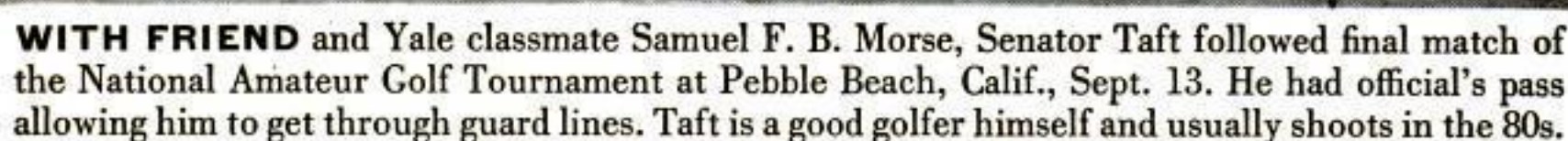
On Sept. 14 Governor Thomas E. Dewey of New York journeyed to Springfield, Mass. to attend the Eastern States Exposition, the "greatest fair east of the Mississippi." Although Presidential Candidate Harold Stassen was due three days later to plead his case for 1948, Dewey lost no time in stating that he still was not ready to discuss public issues. Reminding reporters he was a dairy farmer himself, he bent down to pass a practiced hand over a patient milk cow's brisket. The New York Post, not noted for its reverence for Dewey, facetiously quoted him as saying, "My, that IS a cow."





GOVERNOR DEWEY EXAMINES COW AT MASSACHUSETTS FAIR  
AND PUTS OUT A BOLD FEELER FOR DAIRY FARMERS' VOTE





# TAFT GOES WEST

## Ohio senator sets an example for silent rivals by frank statements on controversial subjects

Fresh from a vacation at Murray Bay, Quebec, Senator Robert A. Taft stuffed his brief case with reports, statistics and new speeches and started a swing through the West. His purpose was to make soundings to determine whether he should make an all-out try for the presidential nomination. Main items on his schedule were many speeches, a month's itinerary through six states and numerous press conferences with 30-odd Washington reporters who followed his trip.

The senator took every opportunity to absorb local color. In his first week he found time to watch the finals of the National Amateur Golf Tournament and join California's G.O.P. Governor Earl Warren at a steak barbecue. He dined with A. P. Giannini, head of the biggest bank in the world, and Louis B. Mayer, head of the biggest movie studio in the world. On Sept. 18 he visited Las Vegas, Nev., ordered a Scotch at the Last Frontier but avoided the roulette tables.

But he made his first news splash at his first press conference after arriving in California. A man who often talks as if he would rather be right than be President, Taft was discussing high food prices. ". . . We should eat less . . . eat less meat and eat less extravagantly," he said. Reporters took down the words carefully and the next day his statement made big headlines. Democrats, who consider Taft an easy target, smiled. The C.I.O. gleefully came forward with signs dutifully making capital of the senator's frankness and implying that its members were already eating less because of record-high food prices. Somewhat chagrined, the senator laughed and said, "I am perhaps too frank in commenting on the issues." Nevertheless time may prove that such frankness pays off politically, and certainly there were those who hoped that other presidential hopefuls, such as Thomas E. Dewey (*preceding page*), might be equally outspoken.

Thus the significance of Taft's trip was in his speeches delivered before loyal Republican audiences. Deliberately he restated his views on all the big national issues. The outline below is an important political document which could be a Republican platform for 1948.

**FOREIGN POLICY.** Support the Marshall Plan but limit aid to specific goods that will help Europeans get back to work for themselves.

**WORLD SECURITY.** Restrict the use of the veto power in the U.N. Security Council and write a new law defining international aggression.

**NATIONAL SECURITY.** Maintain a strong Army and Navy, give federal aid for scientific research, but spurn universal military training.

**HIGH COST OF LIVING.** Buy less, eat less, restrict exports and promote voluntary price reductions instead of government price controls.

**FEDERAL GOVERNMENT.** Return powers to states. Eliminate New Deal bureaus. Restrict expenditures. Restrict President to two terms.

**TAXATION.** Reduce federal taxes so as to leave consumer with more money to meet high prices. Tax reduction will also help reduce the power of federal government.

**LABOR.** Support the Taft-Hartley Act, which is "just, reasonable and mild" and can be made more so with an amendment to permit closed shops under certain conditions.

**SOCIAL LEGISLATION.** Housing and health bills are necessary but should not be passed until there is a Republican executive to administer them.





**UNINTENTIONALLY HUMOROUS** at first big speech in Los Angeles, Taft got a big laugh by saying that income-tax forms are simple. At left is his smiling wife

Martha, whom many Republicans consider a better vote-getter than her husband. Audience of 1,200 paid \$5 for the lunch and applauded Taft 25 times in 35 minutes.





**BUCKING THE WIND**, a lone pedestrian fights his way along the waterfront as the hurricane roars across West Palm Beach. Forewarned by the weather bureau, most resi-

dents of southern Florida took shelter in solidly built houses or got out of the storm's path. Along the Mississippi Gulf Coast, however, many had too short warning to escape.





AS THE FULL FORCE OF THE HURRICANE STRIKES MIAMI BEACH, WAVES POUR OVER THE SEA WALL AND 120-MPH WINDS SMASH AGAINST VACANT RESORT HOUSES

# HURRICANE STRIKES

Savage storm sweeps across Florida,  
roars into unprepared Gulf states

After howling ferocious threats for a week the great hurricane came churning out of the Atlantic on Sept. 17 and tore into southern Florida between Miami and Palm Beach (*drawing, next page*). Winds of 120 mph raked across the peninsula, driving a massive front of water over the sea walls, snapping the giant royal palms, overturning houses, reducing thousands of acres of fruit lands and truck farms to green rubbish. Then on Sept. 19 the hurricane crossed the Gulf of Mexico and moved into unpre-

pared Louisiana and Mississippi, taking a much worse toll than it had in Florida. The morning after, it staggered northward and dissipated in flooding rains and gradually dying winds like an insanely belligerent drunkard who goes snorting and slobbering off to sleep after having hacked his way down Main Street with a meat ax. In its path of destruction the hurricane left more than 100 people dead and 500 injured and property damage that will run well over \$100 million when the final tally is made.

AFTER THE STORM BROKEN PALM TREES BLOCK A STREET IN WEST PALM BEACH. CENTRAL SECTION OF THE HURRICANE PASSED ALMOST DIRECTLY OVER THIS SPOT







H. Seyden Frost

SPINNING COUNTERCLOCKWISE AT 150 MPH, THE GREAT, DOUGHNUT-SHAPED HURRICANE GRINDS ITS WAY TOWARD FLORIDA AND NEW ORLEANS (ARROW, ABOVE)

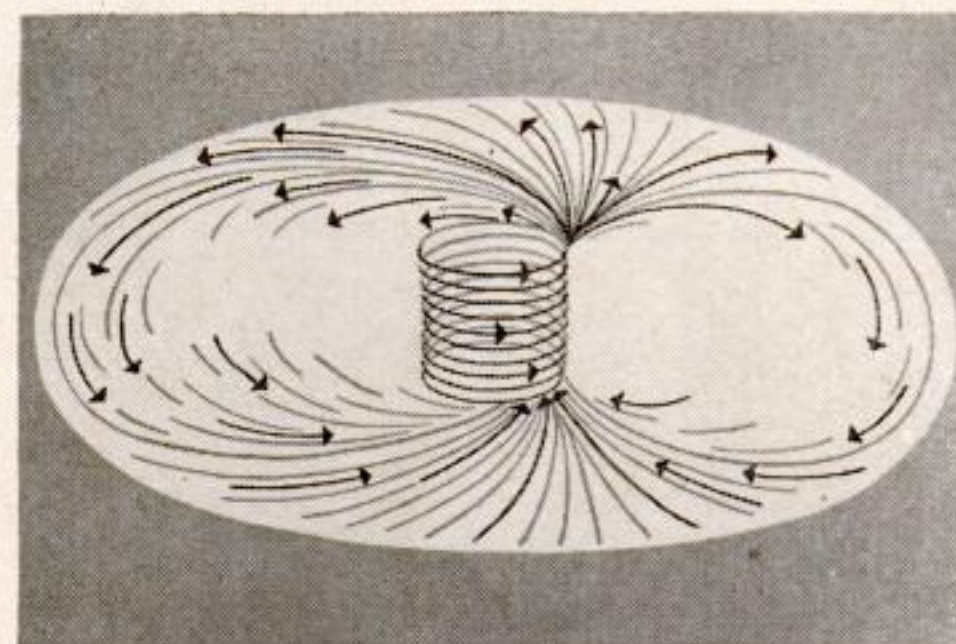
## HOW THE HURRICANE WAS FORMED

The hurricane that spun like a millstone across Florida, over the Gulf of Mexico and on to New Orleans originated in the doldrums, a sultry, windless region of the North Atlantic near the equator. There, by the second week of September, a mass of hot, moist air had accumulated. Slowly it began to rise, the cooler air of the trade winds coming in under it. As it rose it began to spiral in a counterclockwise direction. Accelerated by the earth's rotation, the air whirled faster and faster, finally reaching a speed of 150 mph. Then the swirling mass, now a full-grown hurricane 400 miles across,

moved slowly westward toward Florida (*above*).

Hurricanes originate in much the same way as tornadoes, or twisters, which sometimes whirl at 500 mph. But while tornadoes only cut a quarter-mile path across the earth, the spinning winds of a hurricane can cover over 100,000 square miles.

At the center of a hurricane there is no wind at all. This ominously quiet area, called the storm's eye, is usually about 15 miles in diameter. The wind which spirals about the eye (*right*) is the fastest of all, sometimes exceeding 200 miles an hour. From there outward the speed diminishes.



**HURRICANE'S MOTION** is shown in the diagram above. Wind spirals upward around central eye of the storm. Still moving counterclockwise, it rushes outward, down to the ground and back to the center again.



"I've smoked Chesterfield  
for years and find  
they completely Satisfy."

*James Stewart*

STARRING IN  
ROBERT RISKIN'S NEW PICTURE

"MAGIC TOWN"

RELEASED BY RKO RADIO PICTURES

**A B C**  
*Always Buy* **CHESTERFIELD**

**A ALWAYS Milder**  
**B BETTER TASTING**  
**C COOLER SMOKING**

*The sum-total of  
smoking pleasure*





# Only Bendix Radio combines...

**NEW BRILLIANCE** from broadcasts...

**NEW RICHNESS** from records...

**NEW BEAUTY** for homes!



SOME DAY, soon, you'll heed the high praise everywhere accorded Bendix Radios and Radio-Phonographs and see and hear these glorious instruments yourself. And that day will be forever memorable, because Bendix performance, like Bendix patrician styling, has a brilliance entirely its own. FM, the rapidly expanding new form of radio, is yours for today and tomorrow at its peak of perfection. Reception of regular radio broadcasts and record reproduction are equally outstanding in fidelity and clarity—equally new and thrilling to hear. The best in radio or records is *better* with a Bendix because Bendix Radio has drawn upon unparalleled electronic experience to create this superb performance for you—true concert-hall performance marked by remarkable freedom from background noise and interference. Many radios and radio-phonographs cost much more than these new, decorator-styled 1948 models now displayed by better dealers everywhere but none will more richly reward your choice. You'll play them with extra pleasure and display them with extra pride—for happy years on end.



A truly patrician period radio-phonograph in walnut or mahogany. Performance close to the ultimate from records or both standard and FM radio. Model 1519.

*There's a Gorgeous New 1948 Model for Every Room!*



The molded-in handle makes this the handiest radio you've ever seen. Compact, streamlined ivory plastic case. Enclosed back. AC-DC. Model 111 W.



Smart two-tone plastic case in tan and brown has the rich luster of precious stones. Equally distinguished tone and performance. AC-DC. Model 114.



Wood cabinet of maple and Cordovan mahogany encases a radio of amazing power, range, selectivity. Phonograph connection. AC-DC. Model 301.



Perfect for personal enjoyment and parties, too—this rich walnut radio-phonograph with automatic record changer holding 12 records. Model 613.

*Now Bendix Radio brings you the "missing half" of Radio Entertainment*

With Bendix Ratio Detector FM you get new programs, real-life performance, the complete range of tones, new freedom from fading and static—advantages impossible with standard radio. Here's FM at its glorious best in cabinets that will highlight any home.



BENDIX RADIO DIVISION OF  
Baltimore 4, Maryland AVIATION CORPORATION





# Bendix

THE REAL VOICE OF

# Radio



Authentic, heirloom styling in selected mahogany. Standard, FM, and Short Wave Radio. Exclusive Bendix Radio Hush-O-Matic provides higher fidelity phonograph performance by restricting needle noise at low level and automatically broadening range of tonal reproduction as level is increased. Model 1217 D.

ON A brilliant Radio-Phonograph



OFF →

A smart Sheraton step-table

Turn a drawer pull on the step table—like magic the Phantom Dial glows through the mahogany-grained panel. Slide back the table top—and there's your automatic phonograph.

Both consoles pictured feature the exclusive Bendix Radio Swing-A-Door which, at a finger-pull, places the automatic record player in position for easy loading.



There's no sign of radio or phonograph about this smartest of mahogany step tables until you turn a drawer pull revealing the famous Bendix Phantom Dial. Another exclusive Bendix "Invisible" Radio, with fully automatic record player. Model 697 A.





## A real old-fashioned hitching post

WE PUT the four red roses and the cocktail on this old-fashioned hitching post to make it an even more delightful symbol of welcome for arriving guests.

For there's nothing quite so heart-warming as a real Old Fashioned cocktail made with that matchless whiskey—Four Roses.

That's because Four Roses has a special, distinctive flavor all its own—rich,

velvety-smooth, and satisfying—a flavor that's *different* from that of any whiskey you've ever tasted.

We wish you'd try Four Roses—today. At the very first sip, you'll see what we mean.

Fine Blended Whiskey—90.5 proof. 40% straight whiskies, 60% grain neutral spirits.

Frankfort Distillers Corporation, New York.

## FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET







ON GUARD IN THE FREEDOM TRAIN, A MARINE KEEPS AN EYE ON THE DOCUMENTS. ALL ARE PROTECTED BY BULLETPROOF GLASS AND SPECIAL PLASTIC CASES INSIDE

# FREEDOM TRAIN

Traveling museum begins yearlong,  
33,000-mile tour of the country

On Sept. 17, after a solid hour of oratory and the smashing of a quart of champagne against its side, the Freedom Train was dedicated in Philadelphia. It then set off on a 33,000-mile tour of the U.S. with a cargo of 128 historical American documents, including the original Bill of Rights and George Washington's private copy of the Constitution. During the coming year the train will stop in 300 communities where citizens will have a chance to examine the documents that form the

spiritual and political basis of their way of life.

Seven cars long, and painted red, white and blue, the train and its contents are guarded by a detachment of Marines wherever it goes. The idea was conceived by Attorney General Clark and is being promoted by the nonprofit American Heritage Foundation. But diverse organizations all over the country are also giving a helpful push. These range from the National Association of Manufacturers to the C.I.O. and from M-G-M to the Girl Scouts.

IN PHILADELPHIA'S BROAD STREET STATION, PART OF THE OPENING DAY'S CROWD OF 10,000 WAITS TO GO THROUGH THE RED, WHITE AND BLUE STREAMLINER





# CARLING'S



## Largest selling Bottled Ale in North America

(UNITED STATES AND CANADA COMBINED)

**Light, not logy**

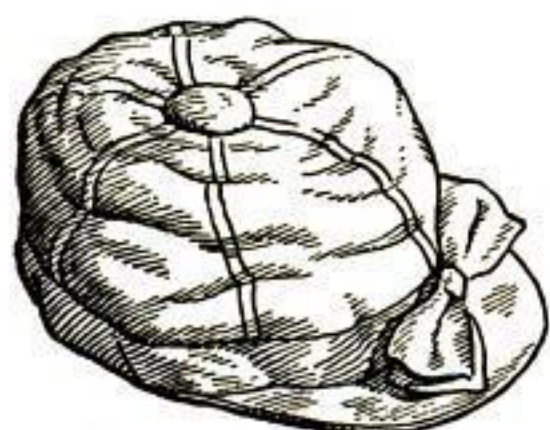
**Mellow, not musty**

**Better, not bitter**

Now at the same price  
as premium beers.

BREWING CORPORATION,  
OF AMERICA  
Cleveland, Ohio

Carling's is also brewed in Canada at  
Waterloo, Ontario



Now in the new,  
lightweight, throw-  
away bottle, as well  
as the usual long neck.

CARLING'S RED CAP—one of the most talked-about trade-marks of the day

### Freedom Train CONTINUED



**AT THE DEDICATION** Mrs. Arthur C. Kaufmann smashes bottle while Attorney General Tom Clark, who first conceived idea, blinks but stands firm.



**QUAKER SCHOOLGIRLS** look at the Bay Psalm Book, published in 1640. Teachers accompanying children had to be asked to refrain from lecturing.



**FORMER SLAVE**, Mrs. Sally Fickland, examines the Emancipation Proclamation. Now 88, she was 4 years old when Lincoln signed document in 1863.

CONTINUED ON PAGE 52





# What the *New* National Guard means to you...

## A Message from the President of the United States

**W**E OWE our existence as a nation to the tradition of service of our citizens. It was an army of citizen soldiers which George Washington led to victory in the American Revolution. At the end of that war, the first Congress asked General Washington to give his views on what the military policy of the new nation should be. This was his answer:

"...every citizen who enjoys the protection of a free government, owes not only a proportion of his property but even of his personal services to the defense of it."

Today the new National Guard gives every man an opportunity to give that personal service to his country and at the same time to advance himself. In National Guard units all over the country thousands

of veterans and other ambitious young men are finding the opportunity to study and learn the things that help them advance in their civilian jobs. They are finding the fellowship that is part and parcel of America. They are participating in a sports and recreation program that keeps them fit. And they are receiving the training that helps keep America strong.

Because of the National Guard's importance to our national defense I have proclaimed September 16th as National Guard Day and have directed that a nationwide recruiting campaign be conducted to fill its ranks.

*Harry Truman*

*You'll find the few hours each week that you spend with your local National Guard unit pleasant and profitable. Pay is based on new Army pay scale. Veterans can obtain same rank held upon discharge.*

*And now young men 17 years old may join the National Guard. For complete information about the National Guard in your community, contact officers of that unit or write the Adjutant General of your state.*

**Help keep the Peace! Help the National Guard in your town reach its recruiting goal... now!**

### *Here's how the National Guard Helps You*

**Pay ★ Education**

**Fellowship ★ Training**

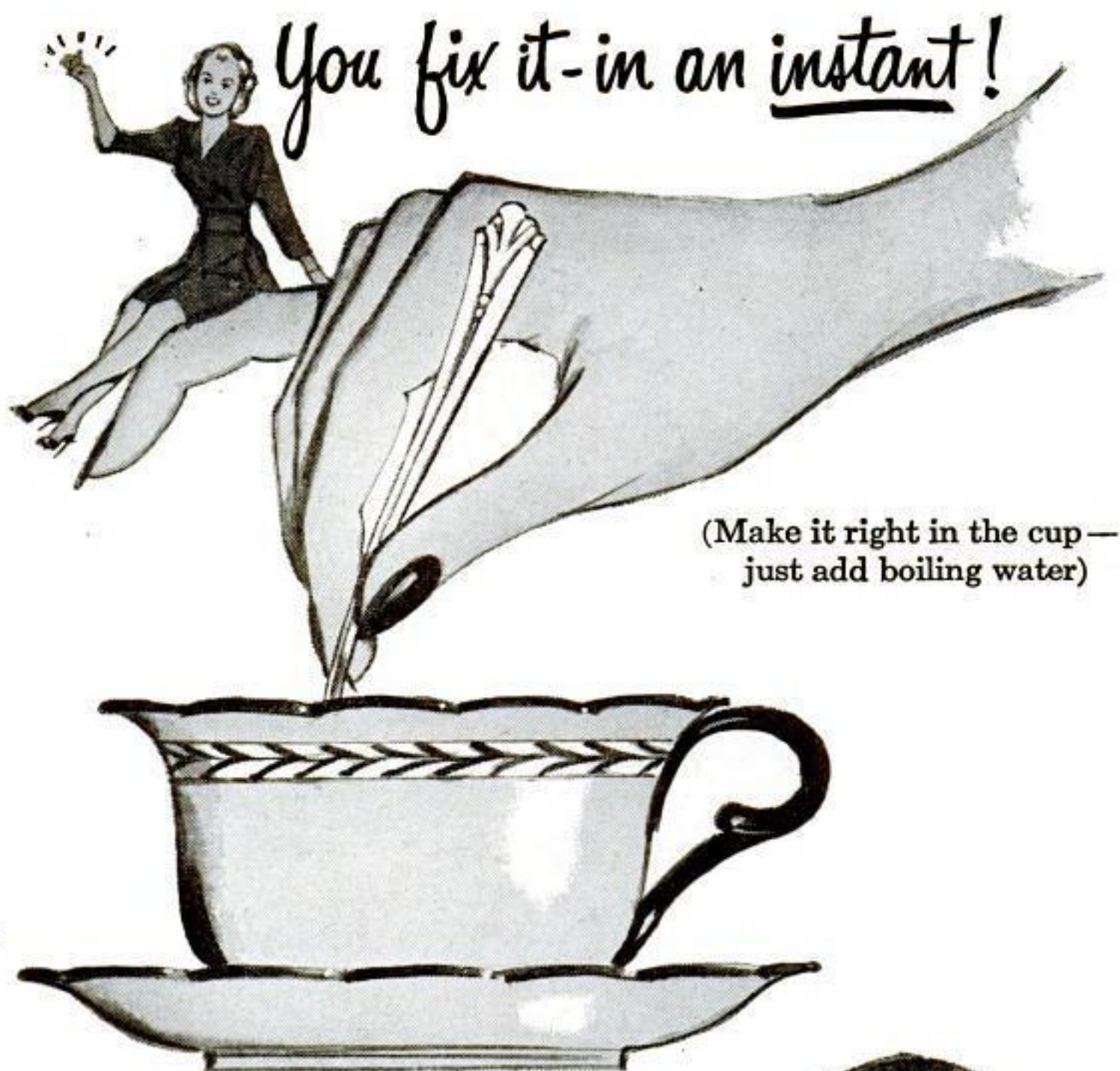
**Sports ★ Leadership**

Write or visit  
your community's unit of the

# NATIONAL GUARD

**of the United States.**





(Make it right in the cup—  
just add boiling water)

You love it—  
in an instant!

(You fall in love with  
this delicious,  
full-bodied coffee...you never  
tasted finer or richer!)



It can't keep you awake  
—for an instant!

(Not this coffee! This superb  
coffee is 97% caffeine-free  
—made specially for folks who  
can't get along with caffeine.)



NEW



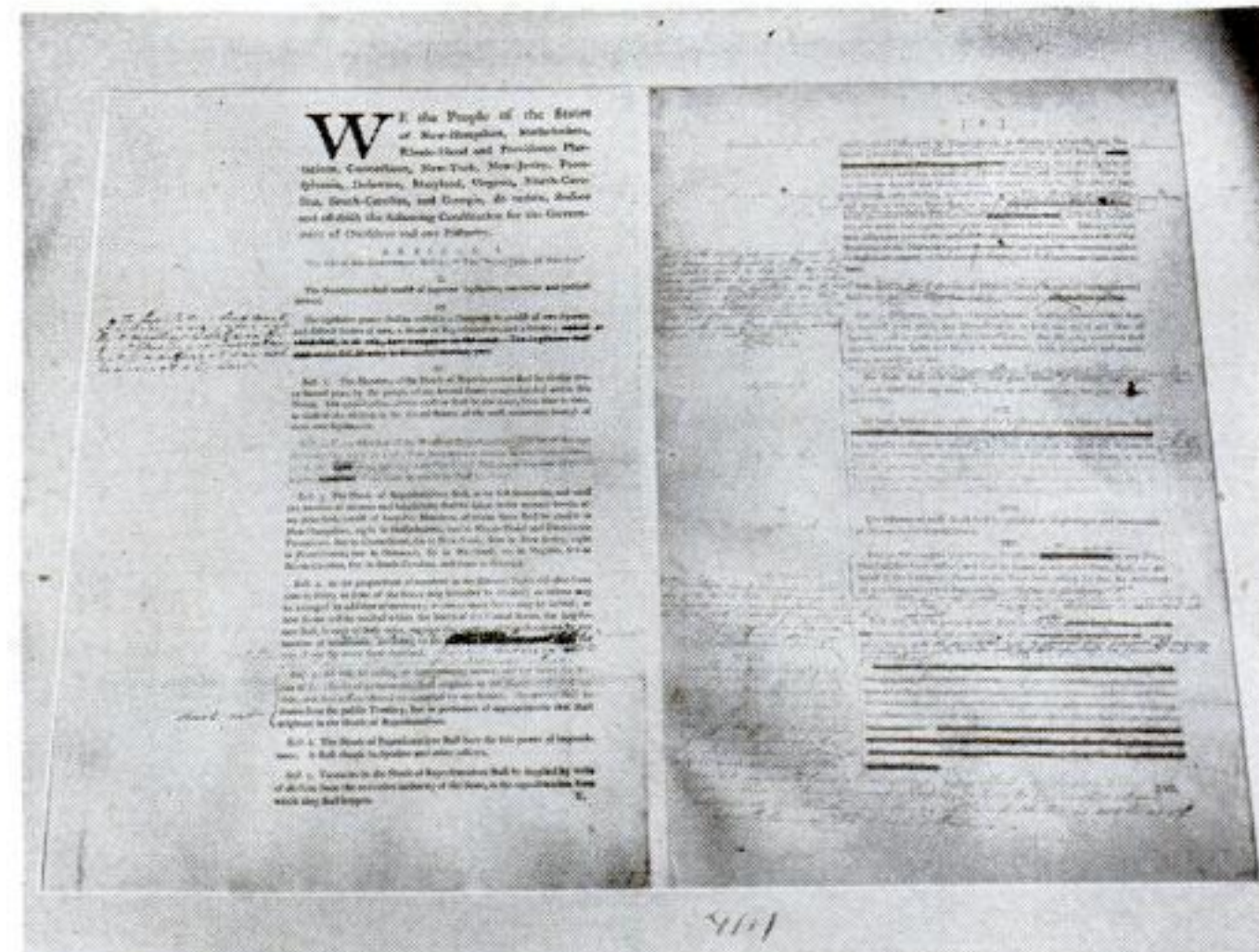
**INSTANT SANKA  
COFFEE** { All coffee  
Real coffee  
Finest coffee

The only instant coffee that's caffeine-free!

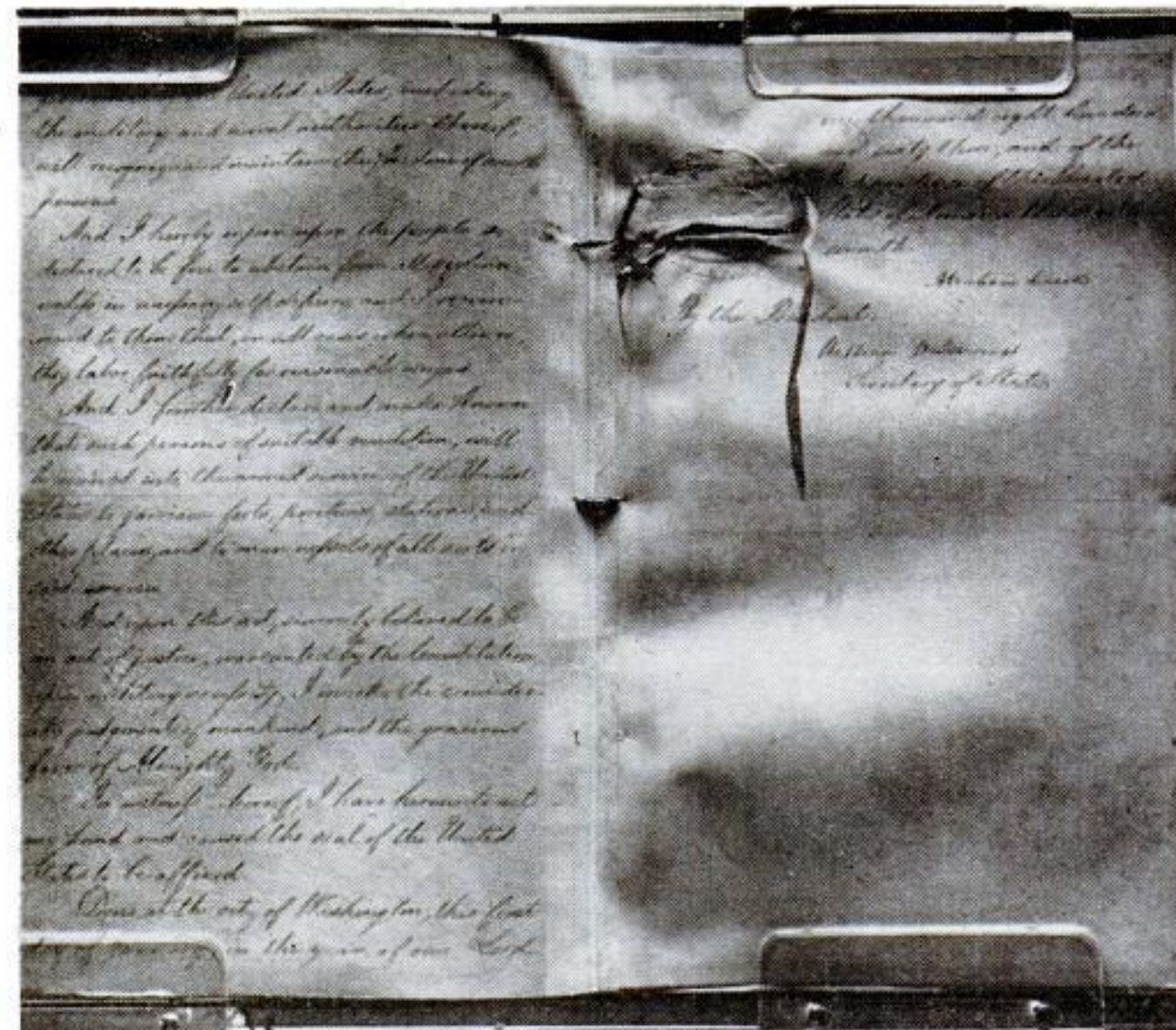
drink it and sleep!

A Product of General Foods

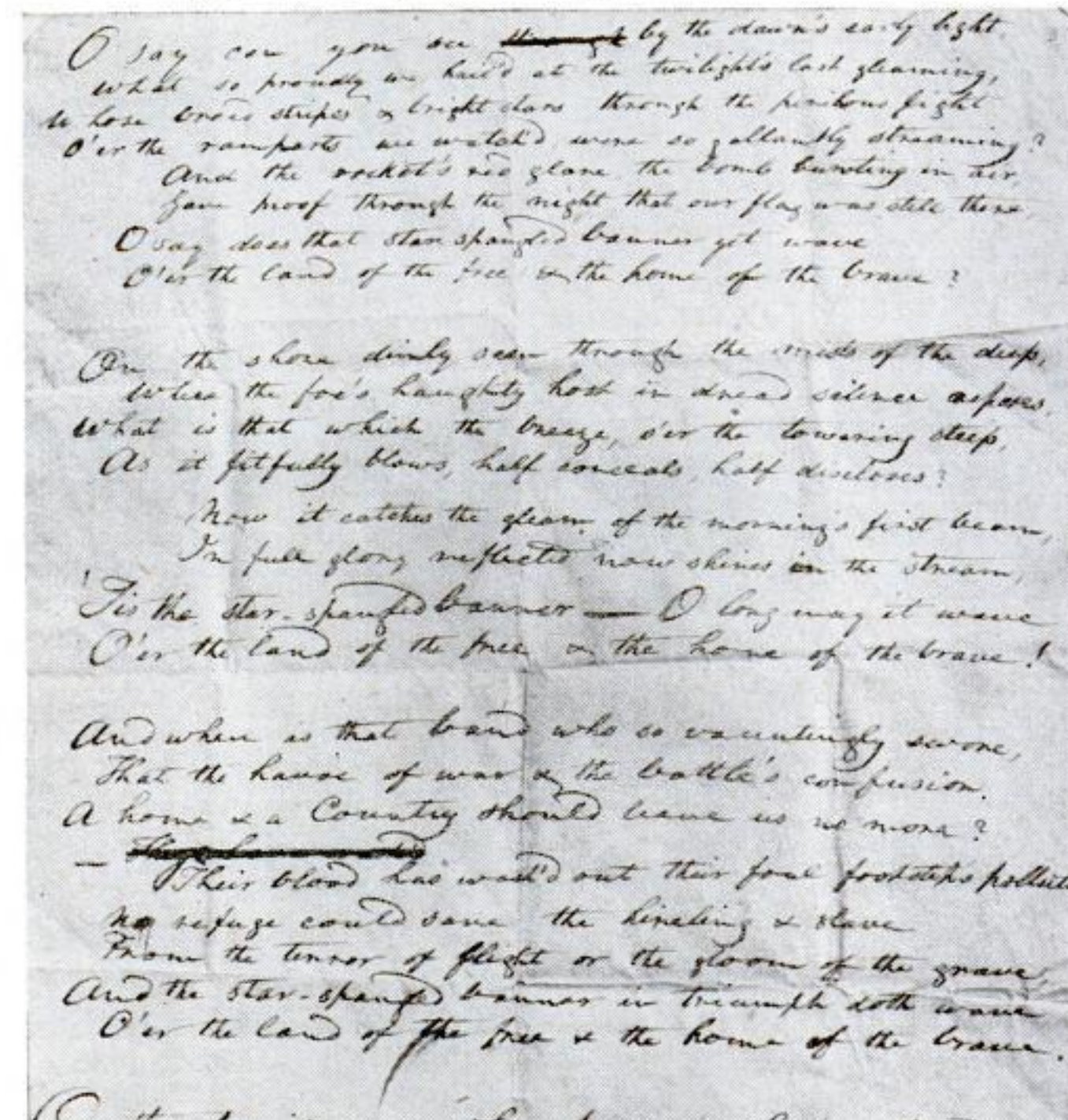
## Freedom Train CONTINUED



**COPY OF CONSTITUTION** showing marginal notes and corrections made by George Washington in 1787 is one of the Freedom Train's prize exhibits.

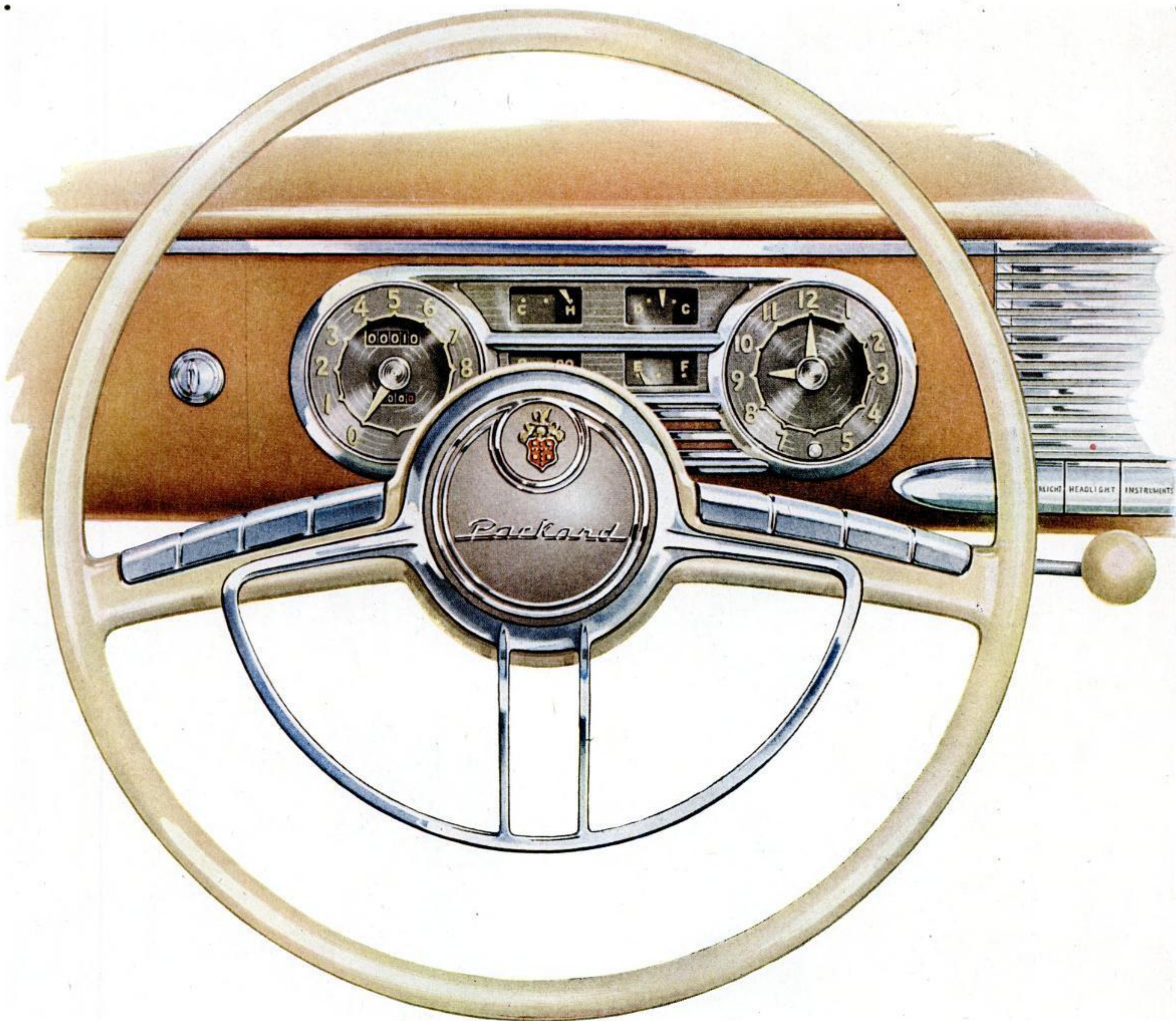


**EMANCIPATION PROCLAMATION** was drafted several times by Lincoln. This copy, endorsed by his Secretary of State, Seward, is final version.



**"THE STAR SPANGLED BANNER"** was scrawled by Francis Scott Key in 1814 during British attack on Fort Mchenry. This is Key's original copy.





*Behind this wheel--very soon--will sit the happy owner of an  
entirely new kind of car.*

*The breath-taking beauty of its advanced free-flow styling--and its  
brilliant, newly-engineered performance--simply cannot be  
compared with anything you have ever known in the past.*

*Watch for--and wait for--the exciting new*

**PACKARD FOR '48**

PACKARD...ASK THE MAN WHO OWNS ONE



"I bought this woman for my own..

GARY

UN

HOWARD

**Primitive Love!** Romance flames on civilization's last frontier...where there was only one law that had to be obeyed!

**Slave Auction!** Where a villain could buy a murderer...or a lonely man could bargain for a wife!



and I'll kill the man who touches her!"

They live again...the fearless men and women whose daring drew the map  
of America across the wilderness...in lines of their own blood!

COOPER · PAULETTE GODDARD

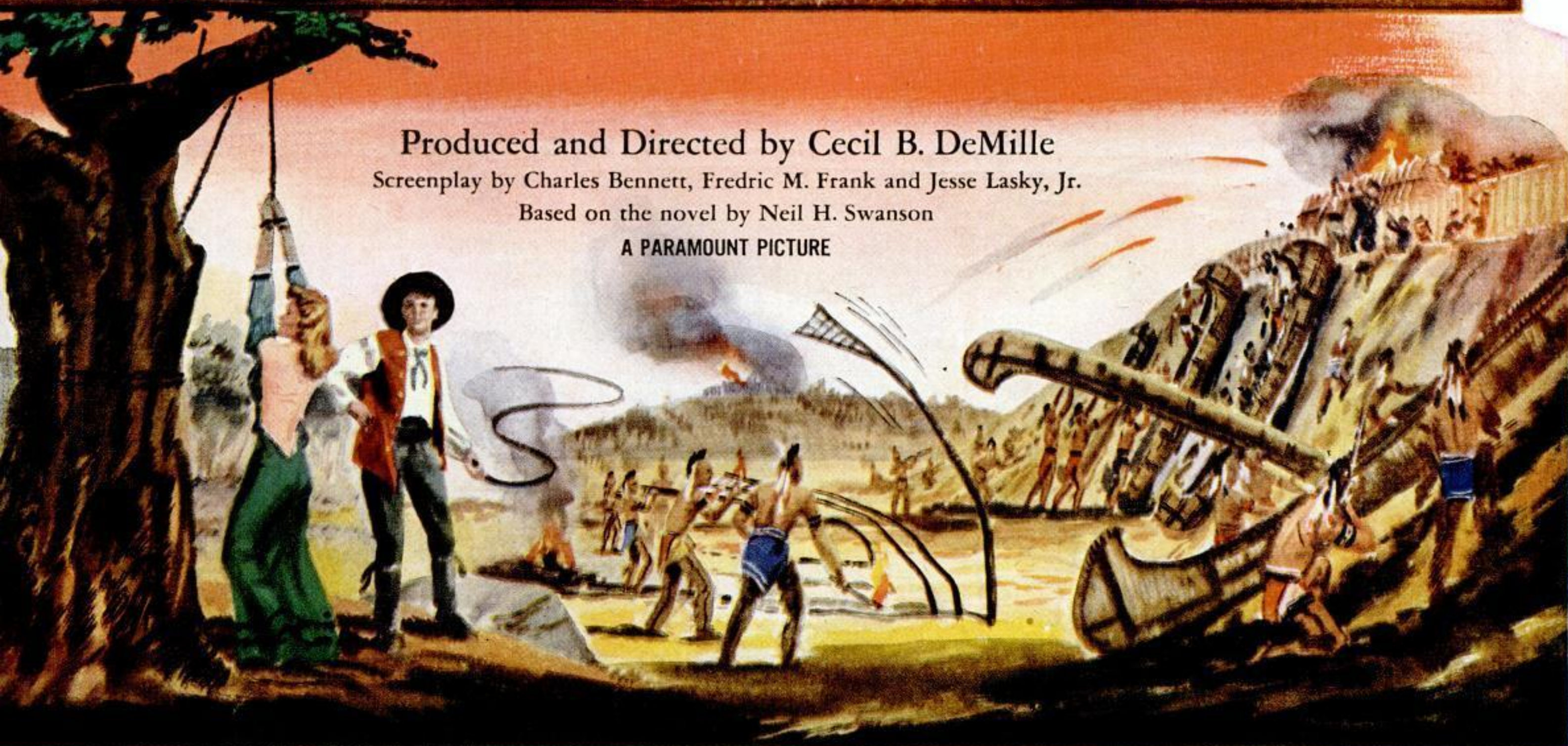
*Cecil B. De Mille's*

CONQUERED

Color by *TECHNICOLOR*

with  
DA SILVA · BORIS KARLOFF · CECIL KELLAWAY · WARD BOND

Produced and Directed by Cecil B. DeMille  
Screenplay by Charles Bennett, Fredric M. Frank and Jesse Lasky, Jr.  
Based on the novel by Neil H. Swanson  
A PARAMOUNT PICTURE





# Spark up Scrambled Eggs...

The top of the morning to you—with a sunshiny plate of scrambled eggs before you, and plenty of Grandma Snider's real Country Style catsup to add zest. Not too sweet! Not too tart! So tasty and tangy! There's just something about the homey flavor of Snider's Catsup that sure perks up eggs. Does the same for meat, or fish, or baked beans, too!



## with Snider's Country Style Catsup

You see, Snider's Catsup is really special! We Snider Folks are proud of the way it truly does taste like home. And the way it pours smooth as silk, every time—never watery, never blobby. And that wonderful true tomato red! Grandma always says catsup ought not only taste delicious—it ought to look that way too!

## made with luscious Super Tomatoes!

That's why she's so fussy about the tomatoes that go in it! Nothing but Farmer Snider's wonderful Super Tomatoes will do. No wonder Snider's Catsup has made so many friends it's outgrown Grandma Snider's country kitchen! But it's never outgrown that country-style flavor. Ask your grocer for a bottle today—and see!

...If the Snider Folks put it up — it tastes like home

Copyright 1947 by General Foods Corp.

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A JET RACING CAR FLASHES PAST A ROW OF "FIZZ KIDS" AND SMACKS THROUGH THE FINISH GATE OF THE 132-FOOT TRACK AT CAL AERO TECHNICAL INSTITUTE

## FIZZ KIDS

Their jet-propelled model racers  
can travel at two miles a minute

To young American model-makers the advent of jet propulsion has opened a wonderful new world. Long limited to rubber bands and tiny gasoline engines as sources of motive power, they have now begun to switch over to the metal carbon-dioxide cartridges used to charge soda water bottles. When one of these cartridges is fastened to a model racing car, the blast of escaping gas from its rear sends the tiny car whizzing down a

long indoor track (*above*) at better than 100 mph.

The "Fizz Kids" who build these model racers are students at Cal Aero Technical Institute at Glendale, Calif. In designing their cars they pay the most careful attention to aerodynamics and methods of aircraft construction. They race cars regularly, fastening each one to a guide wire to prevent it from hurtling into the crowd at high speed. At their last meet one car was clocked at 120 mph.



# 3 CARTRIDGE MOTOR UNIT

APPROX THRUST IN LBS, 2.46

Fizz Kids CONTINUED

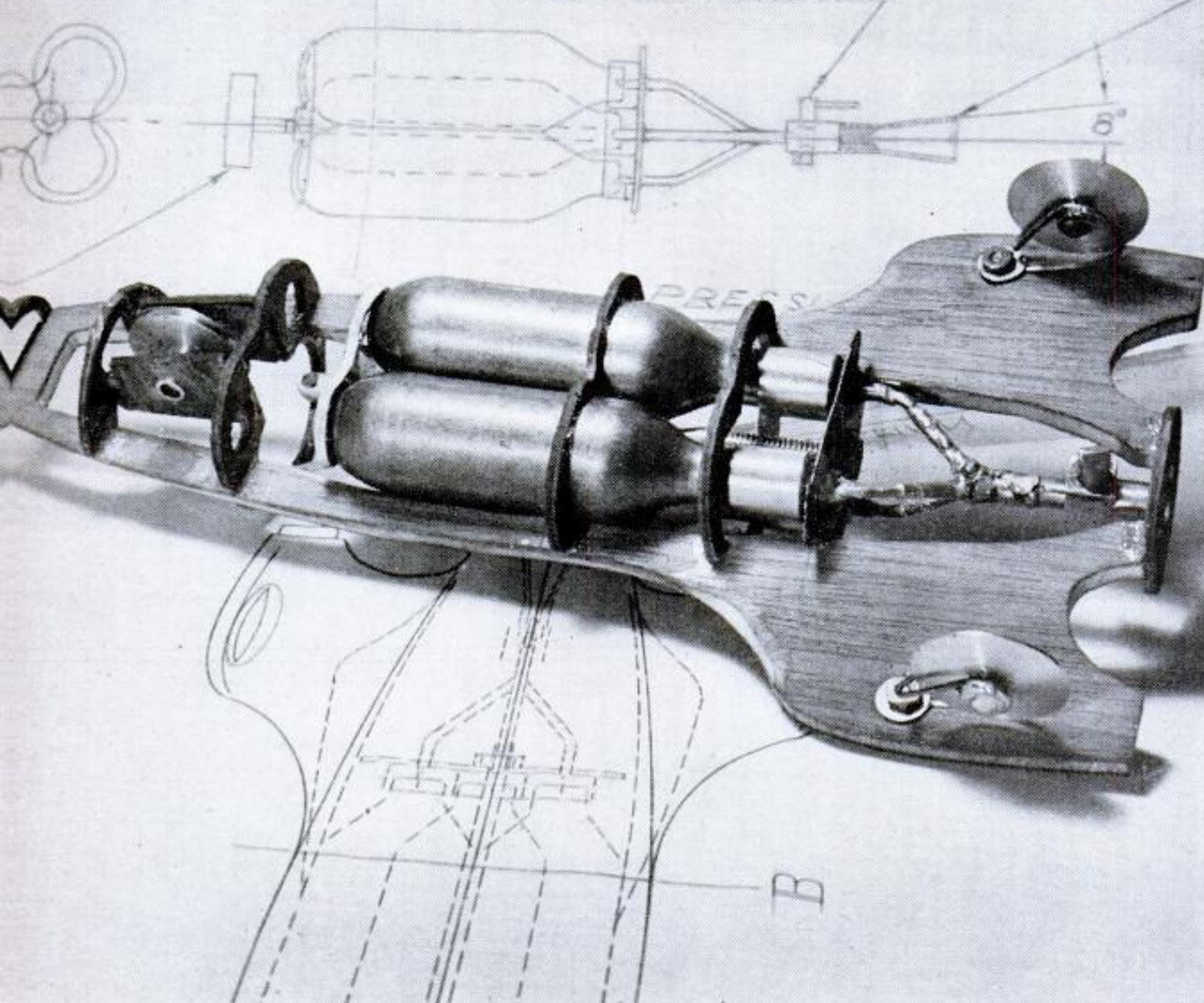
WEIGHT IN OZ, 9.5

DURATION OF REACTION, 1.25 SEC.

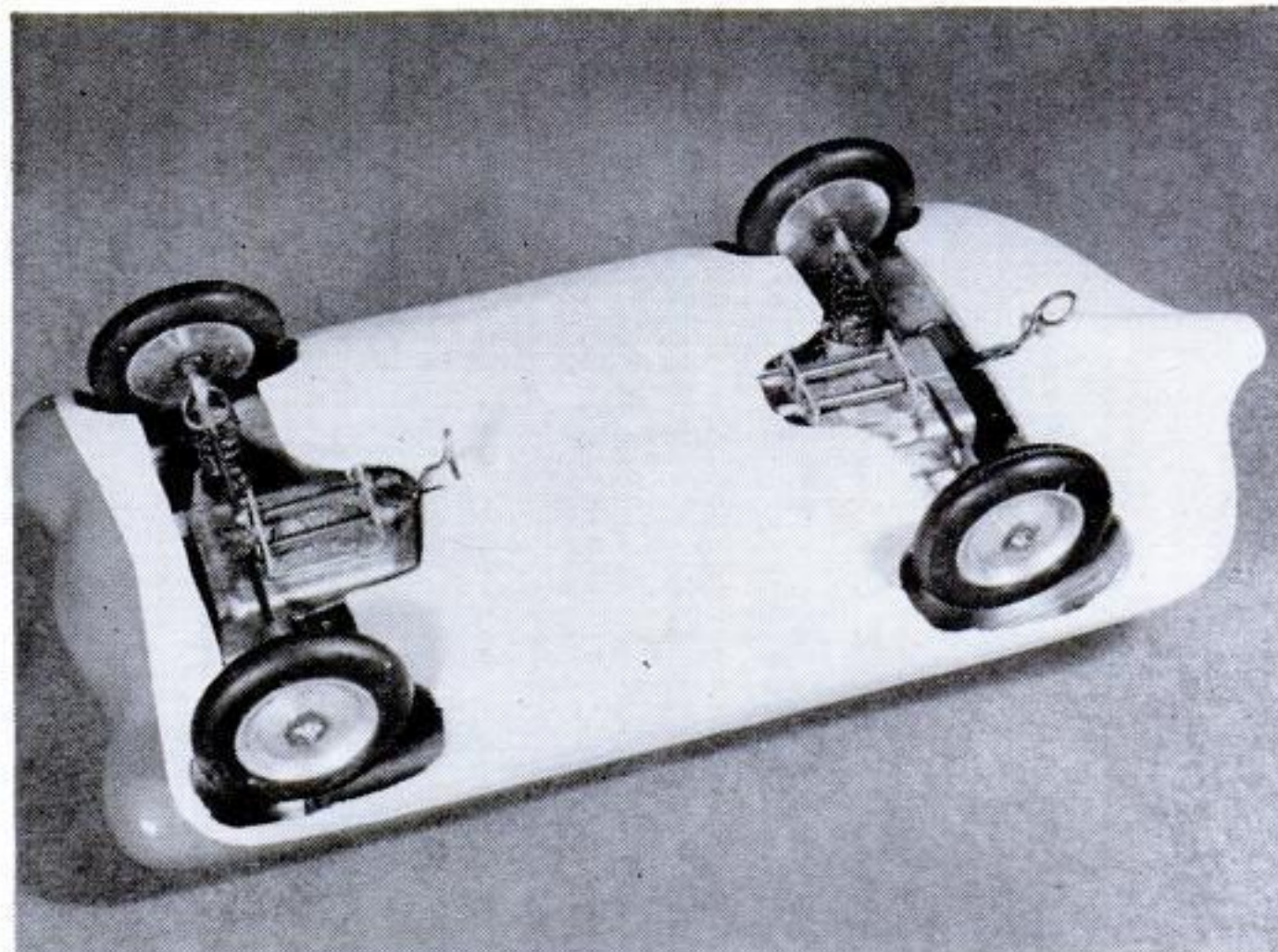
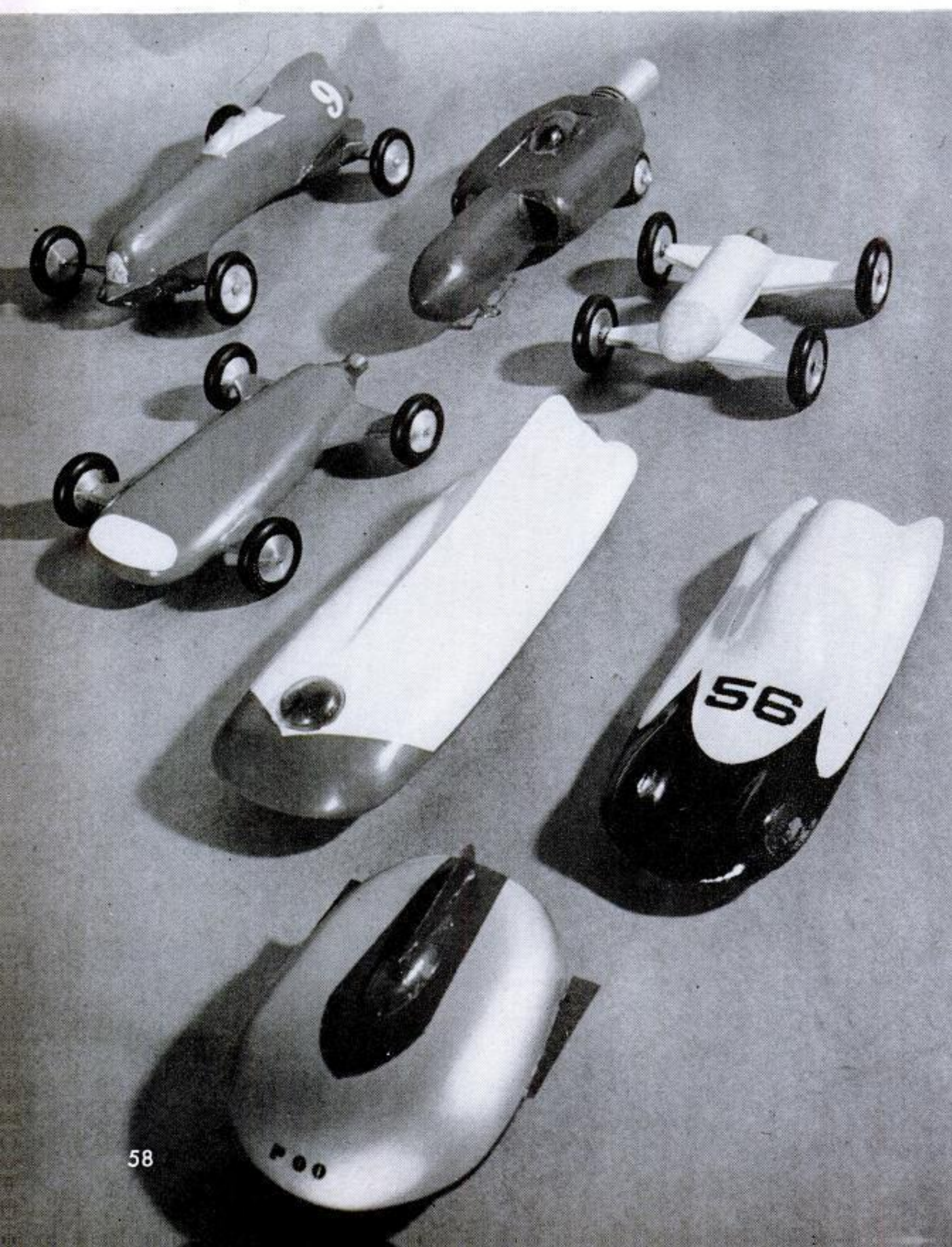
WHEEL & NUT  
REAR ASS-

FUS BREAK VALVE ASSEMBLY  
COMMON TAPER PIN SHUT-OFF VALVE

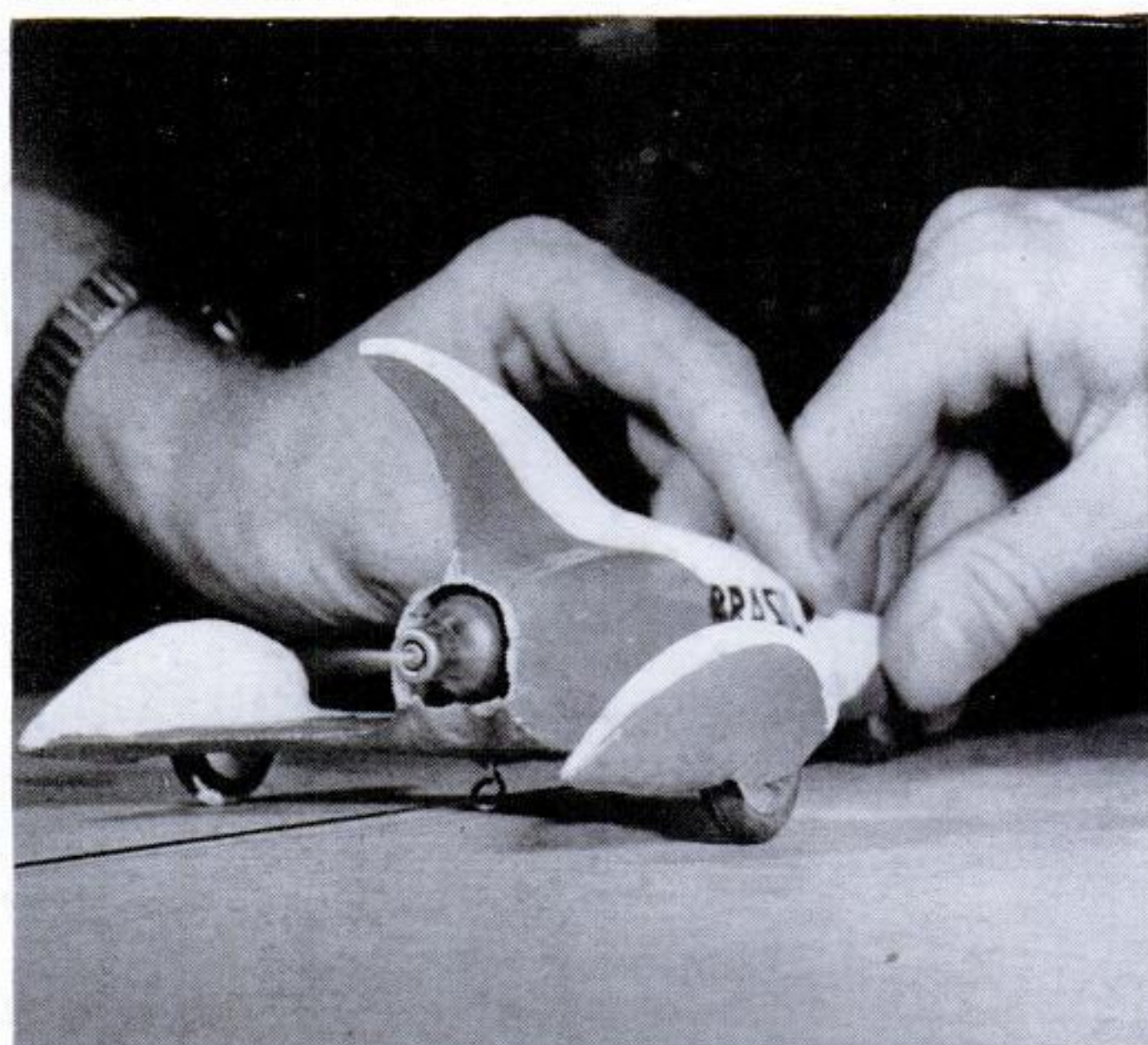
THRUST AD  
MENTOR M  
ZLE, INTE  
CHANGEA



**MULTIPLE-JET RACER** lies upside down on the designer's drawing board (above), its three wheels filed to a sharp edge to cut down on ground friction. Designers experimentally arranged three cartridges (one is hidden by the others) so they would exert pressure simultaneously, but the whole car blew up on its first trial run. Below: some jet-car designs.



**SPECIAL SPRINGS** are installed in this model. Its designer has suspended each wheel individually to increase stability and add speed. The two metal loops between the front and the rear wheels hold guide wire along which car races.



**JET POWER** is provided by compressed gas escaping from cartridge mounted in the rear end of a racer. Car accelerates at a tremendous speed. Two thirds of the way down the course the gas gives out and the car coasts to the finish.



**WARMING CARTRIDGES** to body temperature increases power a little. Fizz Kids have outlawed the practice of heating cartridges with matches, which dangerously raised the pressure. Here a contestant warms two under his arm.

CONTINUED ON PAGE 80



she

looked out on

the rooftops of the sleeping city.

It was the second night  
... the dangerous night!



INGRID **BERGMAN** • CHARLES **BOYER**

IN ERICH MARIA REMARQUE'S  
Impassioned Drama of Our Times

# Arch of Triumph

co-starring  
**CHARLES LAUGHTON**

with  
**LOUIS CALHERN • RUTH WARRICK**

ROMAN BOHNEN • RUTH NELSON and MICHAEL ROMANOFF  
A LEWIS MILESTONE PRODUCTION •

From the Novel by Erich Maria Remarque • Released Thru United Artists

*Proudly presented by The Enterprise Studios* • PRODUCED BY DAVID LEWIS • DIRECTED BY LEWIS MILESTONE



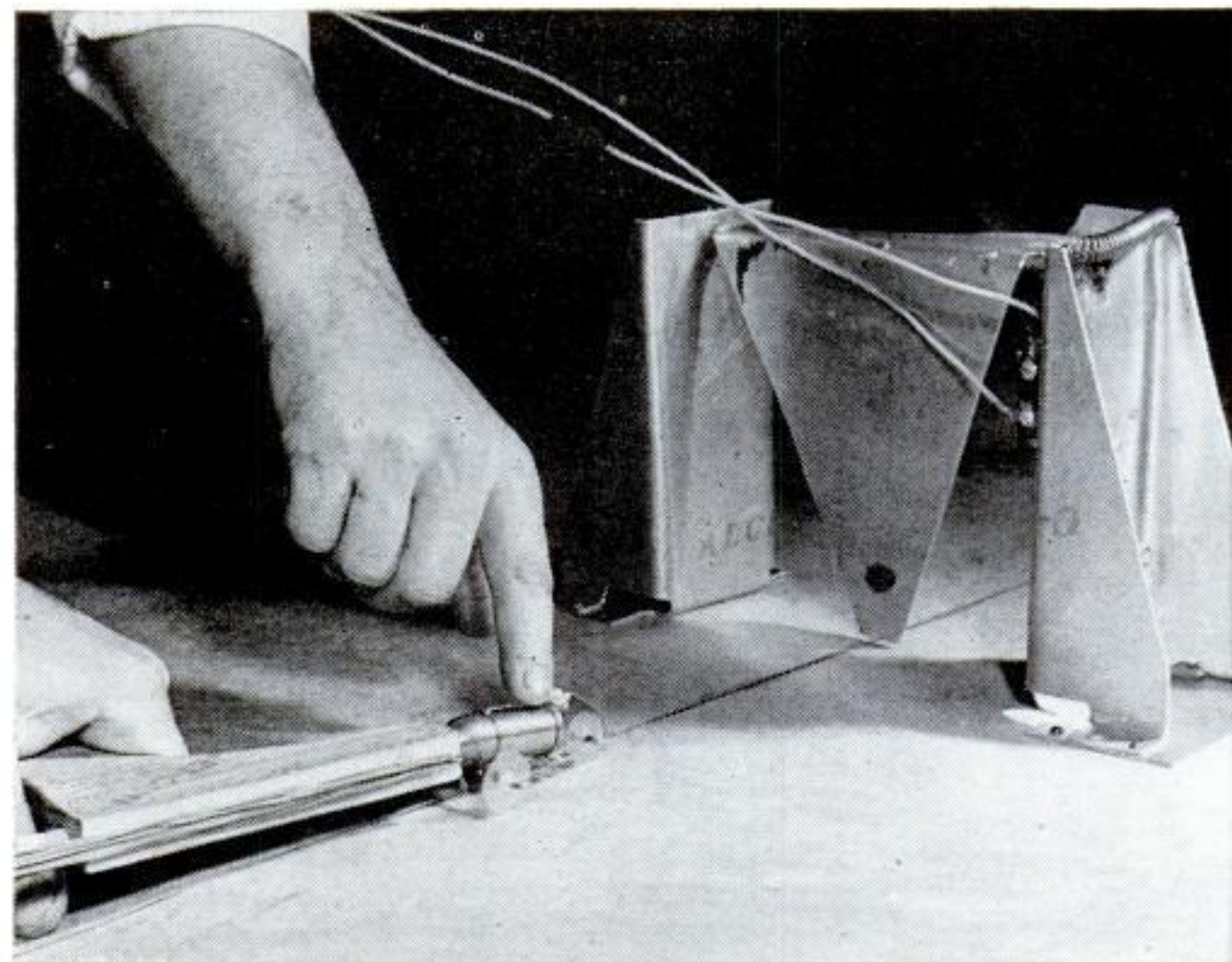
*Of America's leading Cigarettes*  
one is  
**OUTSTANDING**



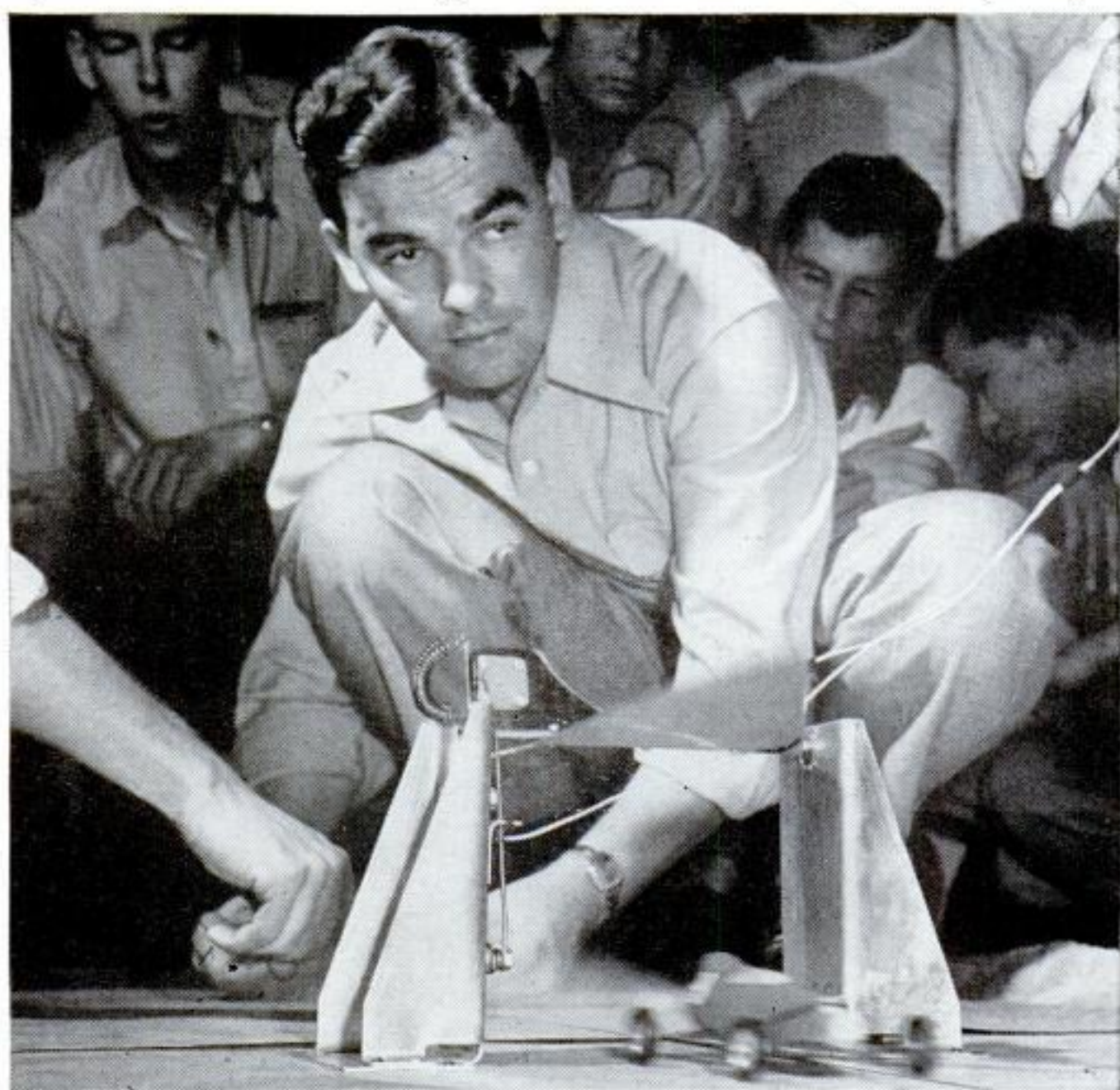
PALL MALL's distinguished length is the outward sign of a basic superiority. "Distance lends enchantment"—and the greater distance PALL MALL travels the smoke — filters it through PALL MALL's traditionally fine, mellow tobaccos — gives you a smoother, mellower, more satisfying smoke.

*-and they are*  
*mild!*

## Fizz Kids CONTINUED



**RACER STARTS** when the cartridge is punctured. Here a contestant uses a pistol-like instrument to snap a needle into its soft base, releasing the gas.



**STARTING GATE** makes an electrical connection to start the timing watch when it is hit by the car. Another similar gate stops the watch at the finish.



**RACER IS STOPPED** when it smacks into a pillow at 75 mph after passing the finish gate. Sometimes the racers slip off guide wire and smash to pieces.



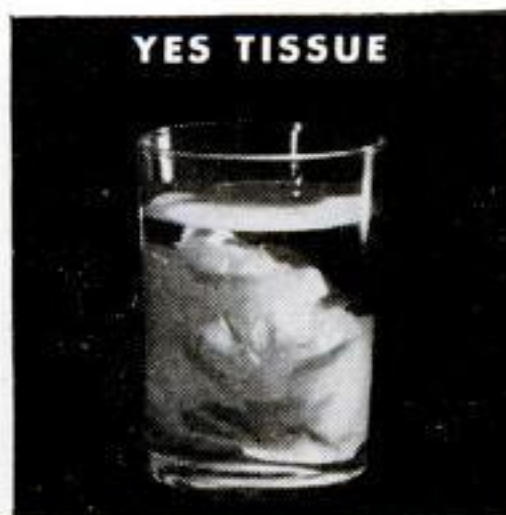
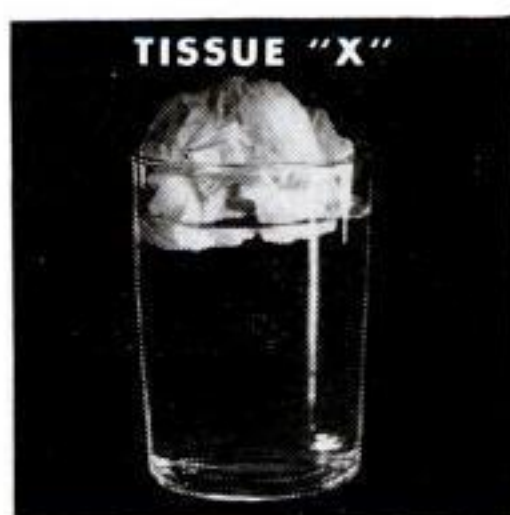


Thirstier!



Large box,

30<sup>c</sup>



Thirsty as a camel? YES, indeed! YES is the new tender-touch Tissue that takes up moisture in a jiffy — yet doesn't tear with usual wear! Absorbent and stronger, too! A double feature that's good news for "rainy" nose, hearty sneeze — or cold cream laden cheek! Other things you'll like about soft, white YES . . . tissues pick up quick from the new wide-opening box — and the box is flat, for handy carrying, storing. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.

#### SEE FOR YOURSELF!

Crumple your favorite tissue into a ball. Do the same with a YES Tissue. Now drop them at the same time into separate glasses of water. See how fast YES drinks up moisture. Sniffles—or cold cream—YES can take it faster—hold up stronger!





These are the people it takes  
to transform a talented English  
girl named Beryl Davis into a

# NEW HIT SINGER

To become a sudden singing sensation in the U.S., far more is needed than the mere ability to sing. To show just what is needed LIFE asked a rising young singer to pose in the picture above with all the people who have contributed in one way or another to her success.

The singer is 23-year-old Beryl Davis who, until her arrival in this country eight months ago, was the most popular vocalist in England. Her helpers (index at right) include disk jockeys who play her records on the air, press agents who plant stories about her in the newspapers, members of the press

who run the stories, arrangers who drape her songs in sensuous harmonies, a dressmaker who drapes her torso in sexy but sensible costumes, managers who pick her songs, managers who pick her radio, nightclub and theater dates, and a manager to manage the managers. Although some of this help, like newspaper stories, comes free, the rest of it costs all concerned some \$40,000 a week. Beryl herself is making \$1,000 a week for three network programs on the radio and \$500 a week more from record sales. But this is nothing to what she will probably get from one of the two movie companies now bidding for her.





Beryl Davis (1) and human factors in her success: Personal Manager Willard Alexander (2); Press Agents Wayne Varnum (3), Marvin Drager (4); Accompanist Helen Materson (5); Dress Designer Isadore Charney (6); Photographers Conrad Eiger (7) and Al Hauser (9); Hair Stylist Victor Vito (8); Arrangers Nick Perito (10), Buddy Weede (11); Booking Agent Martha Coppins (12); Disk Jockeys Ted Lawrence (13) of WHN, Jack Eigen (14) WINS, Barry Gray (15) WOR, Fred Robbins (16) WOV, Art Ford (17) WNEW, Hal Tunis (18) WAAT,

Leonard Feather (19) WMCA, Ralph Brent (20) WGYN, Jack Lazare (21) and Paul Tomaine (22) WNYC, George Monaghan (23) WOR, Joe O'Brien (24) WMCA, Red Benson (25) and Bob Bach (26) WINS; Columnists Danton Walker (27) of New York Daily News, Dorothy Kilgallen (28) of Hearst papers and Paul Denis (29) of New York Post; promoters and managers of CBS's *Vaughn Monroe Show*: Assistant Director of Programs William Fineshriber (30), Assistant Director of CBS Publicity Arthur Perles (31), Agency Promoter Kendall Foster (32),

Agency Supervisor Helen Phillips (33), Vaughn Monroe's Manager Jack Marshard (34), Agency Director Thomas D. Luckenbill (35); promoters of ABC's show, *Beryl by Candlelight*: Eastern Program Director Charles Cox (36), Press Agents Bert Schwartz (37) and Richard Oak (38) Publicity Director Earl Mullin (39); RCA Victor promoters: Advertising Manager Richard Fielding (40), Popular Recording Director Russ Case (41), Account Executive William McKamy (42), Sales Supervisor Henry Onorati (43), Publicity Manager

Alan Kayes (44), Repertoire Director Eli Oberstein (45); movie and television men: 20th Century-Fox Test Director Frank Gregory (46), Casting Director for NBC Television Owen Davis Jr. (47); trade press: Joseph P. Orleck (48) of *The Cash Box*, Sid Weiss (49) and Val Adams (50) of *Radio Daily*, George Simon (51) of *Metronome*, Malcolm J. McGlassen (52) of *Music Business*; Orchestra Leader Vaughn Monroe (53), Monroe's Moon Maids (57); Interviewers Bill Leonard (54) and Al Morgan (55) of CBS's *This is New York*, and John Wilson (56) of newspaper *PM*.



This is a  
cold fact...

**"RC**

**tastes**

**best!"**

says **CLAUDETTE COLBERT**



**"THE COLA TASTE-TEST PROVED IT!"**

says Claudette. "More than five years ago I tasted leading colas in paper cups and picked R C best-tasting. It has been my favorite ever since!" Try it! Say "R C for me!" That's the quick way to get a quick-up with a frosty bottle of Royal Crown Cola—the best-by-taste-test cola.



RC is the quick way to say...  
**ROYAL CROWN  
COLA**  
Best by taste-test

**New Hit Singer** CONTINUED



**BERYL LOVES TO DANCE** and at 10 she won the All-Britain Tap Dancing Championship. Now 23, she is kept too busy singing to dance professionally.



**BERYL TREATS** her 11-year-old sister Cherry to a hamburger feast before putting her on a ship bound for England, where Cherry acts in English movies.





## Understand Rivalry and you understand America

Tom wants this dance with Ann. So does Bill. So does Ed. But without some competition it wouldn't be half the fun. Rivalry—any kind, at any age—spurs Americans on. We grow up on it—live by it—are lost without it.

Win that girl—win that game—win that job—win those customers! America's love of rivalry helped put us out front. And helps keep us there.

In the American Oil Industry, rivalry pays off in progress as more than 34,000 individual firms of all sizes engage in oil production, oil transportation, refining, distribution or retail sales...work to meet the constantly increasing demand for petroleum. In all,

1,250,000 people make their living in this highly competitive industry. Their race for new developments gives Americans better and better gasoline, lubricants and fuel oil at the lowest prices in the world... more petroleum than in peak war years!

In a hundred fields, from farming to medicine, from industrial chemistry to your home and car... better products from petroleum mean better health, a chance to go places more easily, more comfort... more... constantly more, for you.

### THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS



Man-made earthquakes—created with explosives and recorded by seismographs to map sub-surface areas—is one of many activities of 13,475 producing companies seeking more oil to maintain reserves.



Its movement governed by control boards miles and miles away, oil travels via pipelines through State after State. Hundreds of companies are engaged in transportation by pipeline, tanker, truck, rail or barge.



Deadly enemy of ragweed—a killer of weeds, a friend of grass—this new petroleum product is one among hundreds developed through competition. 400 refineries constantly strive for new, advantageous uses.



Rolling Service Stations go to the farmer—now provide isolated areas with products they formerly had to drive miles to obtain. Over 20,000 petroleum distributors and jobbers work to keep America supplied.



More than 225,000 service stations scattered nationwide compete with rivals to secure the trade of people in their sections—vie with others to win you and your family as steady customers and hold your loyalty.



# Englander

AMERICA'S MOST LUXURIOUS

## mattress



### *Bird Dog*

On the deep slumber trail, and very nice going on the Englander.



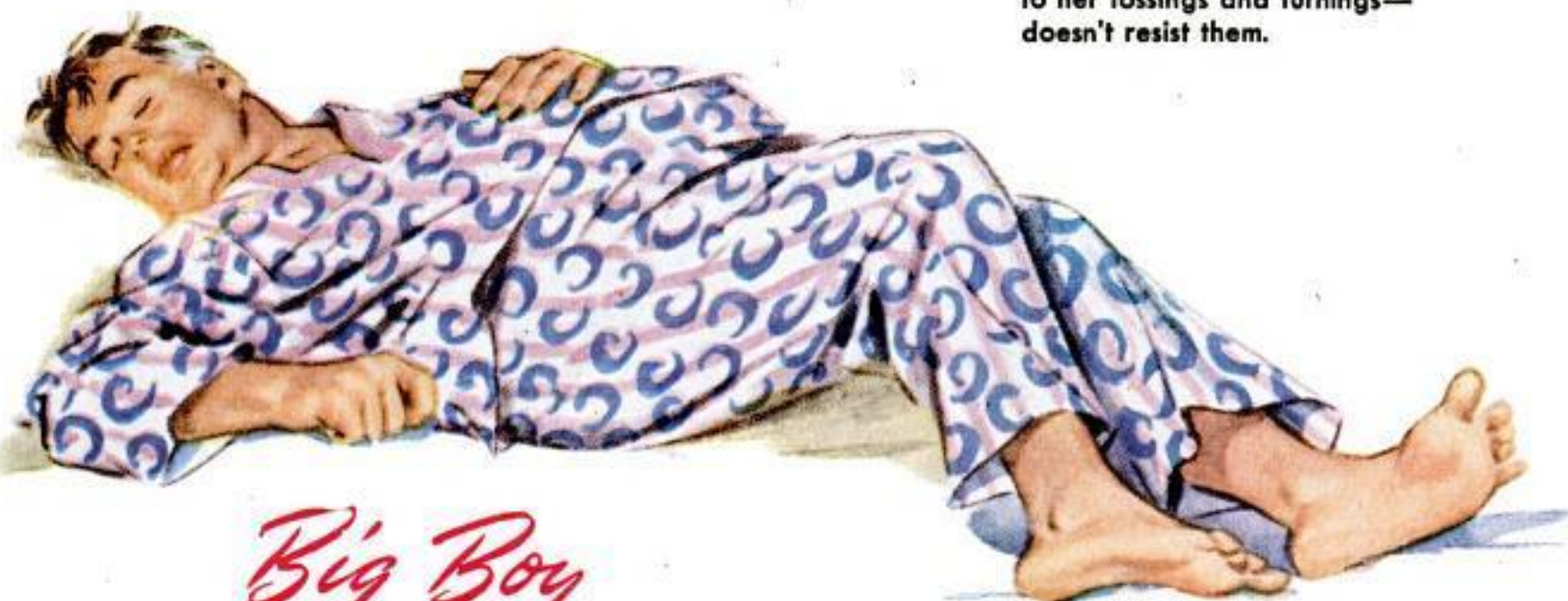
### *Topsy and Turvy*

"Twin" layers too in the Englander. Upper layer fits their bodies. Lower layer fits their weight.



### *Fitful*

The Englander gently yields to her tossings and turnings—doesn't resist them.

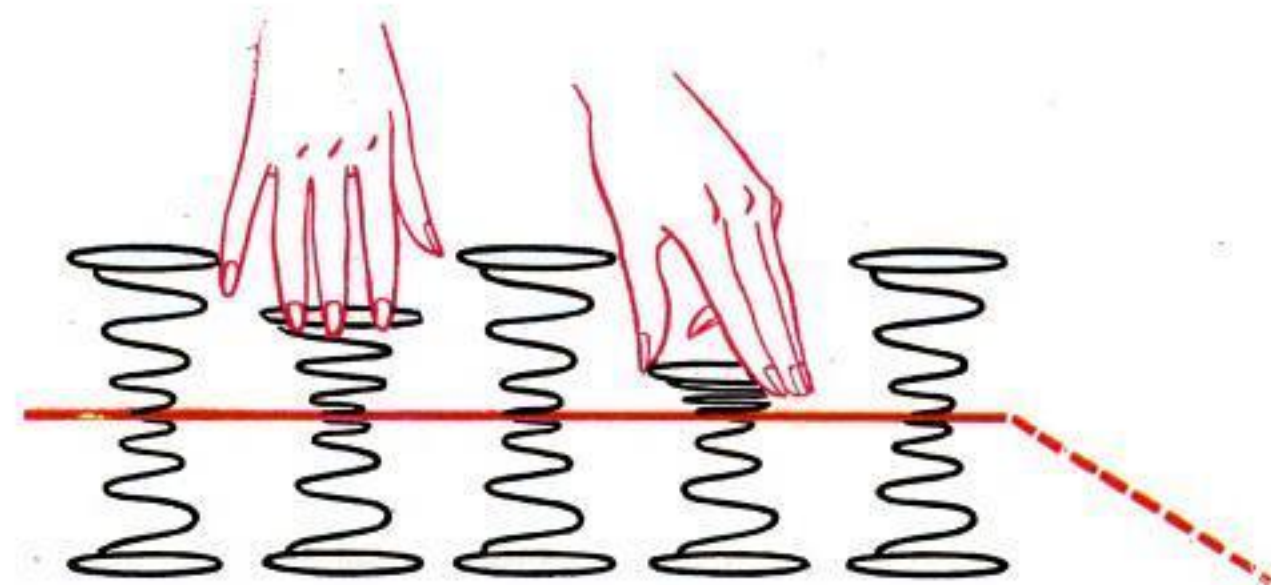


### *Big Boy*

The Englander has a cushion in reserve for this 240-pounder—the strong, supporting lower layer.

### *Streamlined*

She'll look prettier, come morning—but she'll never sleep better than on the Englander.



*Upper layer fits your body  
lower layer fits your weight*

See how simple it is—the springs act independently because they are not tied together at the top or bottom in any manner. Upper free-floating layer responds to the slightest difference in body movement or contour. Lower layer supports your weight. This free-floating spring action prevents roll-to-the-middle due to the extra weight of either sleeper.





*Cuddler*

The soft "cuddling" of the Englander gently cradles her to sleep.

# ...introducing the greatest improvement in mattresses in 50 years ... NEW DOUBLE-LAYER SPRINGS WITH FLOATING ANCHORAGE



*Pretzel*

This tangle of arms and legs welcomes the easy, responsive support of the Englander's upper layer.

Up to now, mattress springs have been tied together at the top or sewn together in clusters of cotton sacks.

Today, with this announcement, millions of these mattresses now in use in American homes become obsolete. Millions of people will learn a new way to completely restful sleep.

## *Basic New Principle*

Englander "sleep engineers" hit on this simple idea. They joined the springs together IN THE MIDDLE, with a flexible ribbon of steel. Here's how it works:

Each of the springs in the upper layer acts *independently*, conforming auto-

matically to the shape of the body—giving support in the middle of the back, the back of the knee, the calf, and every curve of the body, regardless of weight or shape.

Then the bottom layer of springs comes into play, furnishing an over-all resiliency to the entire weight of the body.

For completely restful sleep, your body needs those two types of support: the yielding cushion that gives with each motion, each contour—the strong support that carries the over-all weight of your body.

The upper layer fits your body. The lower layer fits your weight. The result . . . refreshing sleep for everyone, however you like to sleep.



Look for the one and only mattress with the Red Line at your dealer's. Englander Mattresses \$89.95 to \$29.75. Matching box springs at corresponding prices.





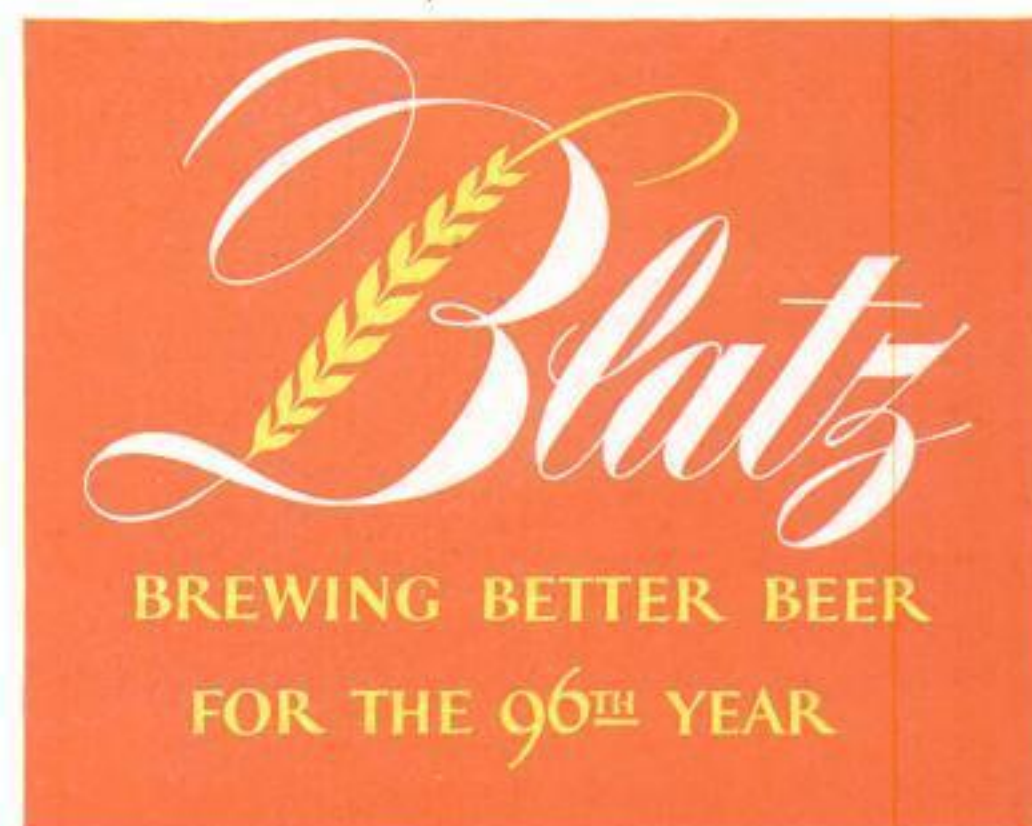
## It's the apple of our eye

OF course, Blatz Beer doesn't grow on trees ...but like a prime tree-ripened apple, it takes time and patience to bring it to the peak of flavor. And we see to it that Blatz gets plenty of both. Brewed *only in Milwaukee* for 96

years, Blatz is Milwaukee's *first* bottled beer. If you can't get Blatz now, please be patient. To meet the increasing demand, we're growing as fast as good building and good brewing will let us, to bring Blatz to your neighborhood soon.

Milwaukee's first ... America's finest ... Bottled beer

© 1947, Blatz Brewing Co., Established 1851 in Milwaukee, Wisconsin





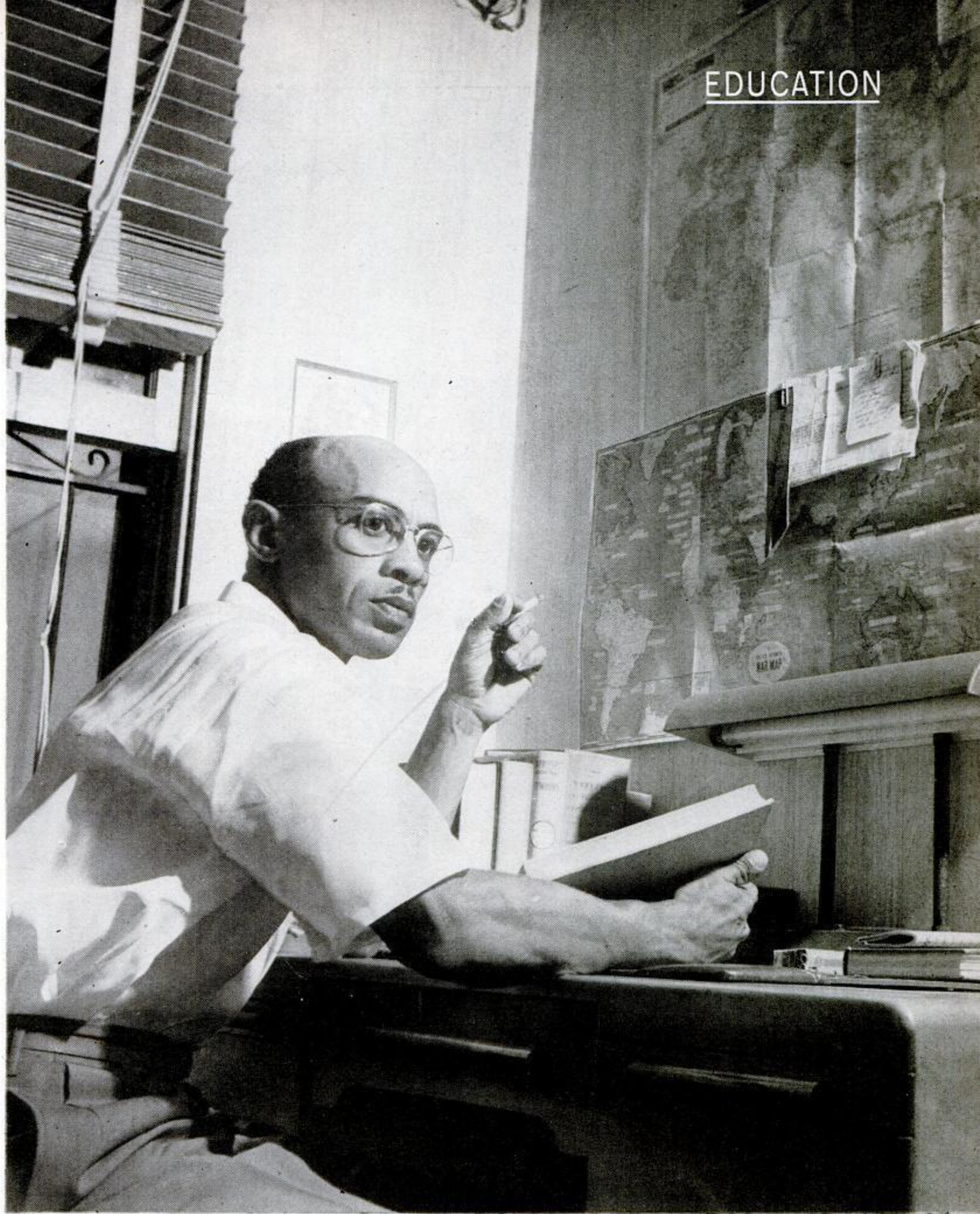
# ONE NEGRO'S UNIVERSITY

**To keep Heman Sweatt out of its white college, Texas builds one for him, but he won't go to it**

Nearly two years ago a Negro mail carrier named Heman Sweatt (*right*) applied for admission to the University of Texas Law School at Austin. Because he was a Negro his application was denied. Ever since the education of Heman Sweatt has been a touchy problem in Texas.

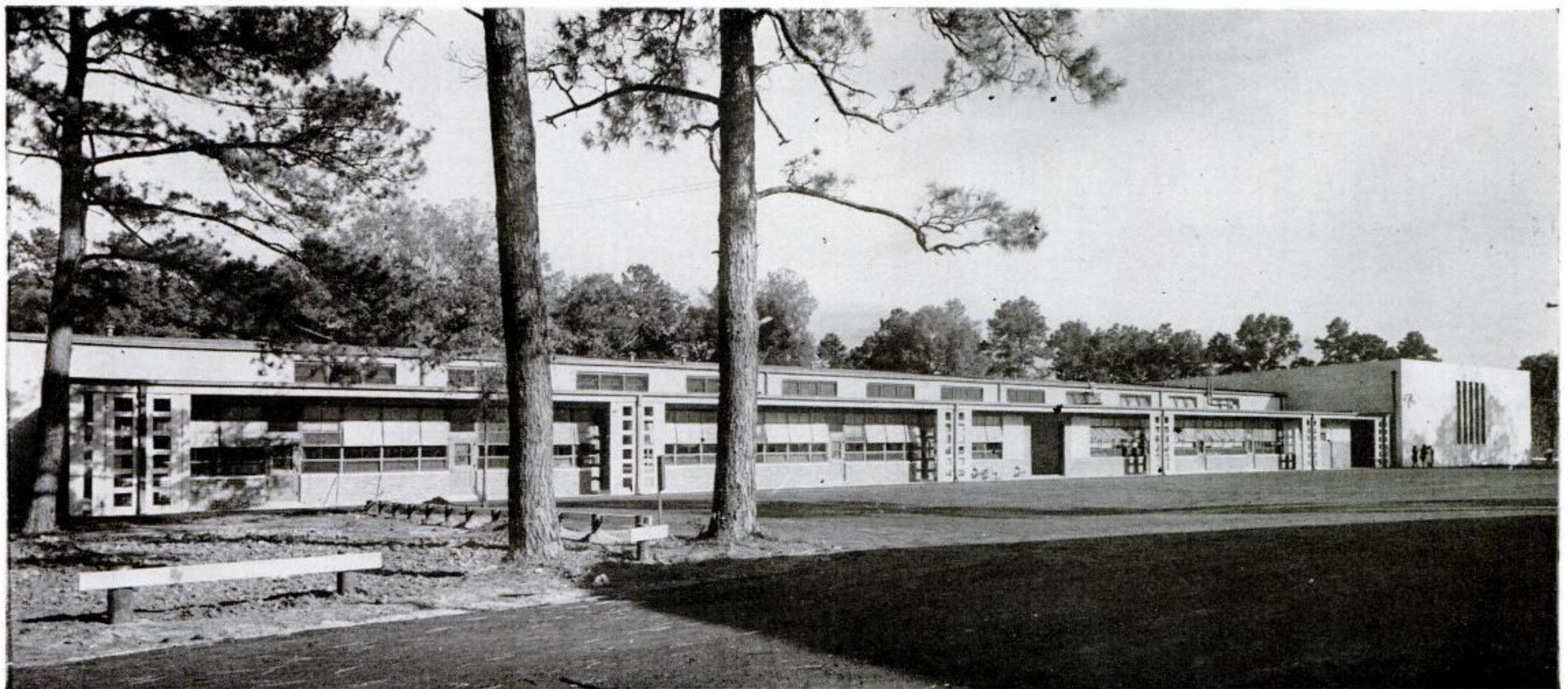
When Sweatt found that he was not going to be allowed in the University of Texas, he went to the District Court at Austin and filed a petition asking for his legal rights. At the hearing, a year ago last June, the court gave the state of Texas six months in which to establish a separate law school for Negroes or admit Sweatt to the university. Texas decided on the separate school. It opened this spring, opposite the capitol grounds at Austin, an inadequate, three-room basement suite with a few part-time professors. Sweatt did not show up to register. Neither did anyone else. This put the Texas Legislature in a dither. If the Sweatt case went further, he and the National Association for the Advancement of Colored People might be able to question the constitutionality of Texas' school-segregation law. So Texas immediately authorized the construction of a \$3½ million Texas State University for Negroes at Houston.

Last week the new university (*below*) opened its doors. But still no Heman Sweatt. He stayed at home because he felt that the faculty and facilities of the new school were not in any way comparable to those at the University of Texas, and under the law he was entitled to equal educational rights. Meanwhile the new university started to enroll its applicants. When it opened, more than 2,000 students had applied for a segregated education.



**HEMAN MARION SWEATT**, 34, sits at the desk in his house in Houston. He got a B.S. degree at Wiley

College, Texas in 1934, spent two years studying at University of Michigan, lacks six hours credit for M.S.



**THE NEW UNIVERSITY** stands on a 53-acre tract of land on the outskirts of the city of Houston. Last

year the site belonged to the Houston College for Negroes. Now 17 classroom barracks have been added to

the campus. The main building, shown here, is a block and a half long, contains offices, classrooms and a gym.





and it helps  
you feel great!



SUNSWEEP AID  
REGULARITY

SUNSWEEP  
PRUNE  
JUICE

Now also  
available  
in cans



Prepared and distributed by the  
makers of Mott's Fine Fruit Products

## The Sweatt Case CONTINUED



**THE ACTING PRESIDENT** of the university, Allen E. Norton, sits in office. He studied at Prairie View, Fisk University, U.S.C., University of Iowa.



**ON REGISTRATION DAY** the new students line up in the gym. Almost all enrolled for the liberal-arts and vocational courses. Seven applied for law.



**FOOTBALL PLAYERS** change after practice. The university has 60 athletic scholarships and hopes to be admitted to Negro Southwest Conference.



## Spatter San?

That's the Jap label for the letter writer who spurts ink to get his pen working. But an Inkograph user is Very Imperturbable Person...

Inkograph is also a very imperturbable pen, writes easily and smoothly for anybody. Its exclusive drop valve releases ink when the point touches paper. And the famous rounded cylindrical point, precision made of extra hard 14kt. gold, is one piece, inflexible... can't bend, spread or get out of line... writes in any direction you move it, fits any hand or writing style... so durable it's hard to damage, lasts for years... try an imperturbable Inkograph at any good store! Five soothing colors, or black. Placidly priced...



only \$2

**INKOGRAPH**

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New York City 13, N. Y.

A Companion FOR YOU  
in Lustrous Leather BY RUMPP  
Distinctive personal necessities in rich,  
warm finished leathers... designed  
for men! Long wearing.



**WALLET**—Slim, light  
and roomy in soft  
leather. Variety of  
styles, colors. Also  
wallets with gold  
corners as shown.

**SMOKIT**—Safe-  
guards cigar-  
ettes. Touch slide  
opening. Other  
styles.

Look for the Rumpp trademark on other  
personal leatherware in leading stores.



97 YEARS OF LEADERSHIP

C. F. Rumpp & Sons, Phila. 6, Pa.



# HOLD-UP in the Orchard

An apple has an impulse: *to fall to the ground . . . spread its seeds to start more apple trees . . . grow more apples.*

But the impulse, if carried out, ruins the apple for market.

Research has gone a long way toward ending such tragedies . . . saving the grower's money-crop . . . and sending ripe, firm, juicy apples to market for everybody's fruit bowl and pie . . . Scientists conspired to hold up the apple—keep it clinging to the tree until maturity.

Certain organic chemicals, known as plant hormones, delay the weakening of the apple stems which normally causes them to drop. Shell scientists combined one of these hormones with a new and special "carrier" in a way which made it more effective and easier to apply. This combination, known as Shell ENDROP, is sprayed on the trees with ground equipment or by airplane.

Endrop delays the weakening of the apple stems where they are attached to the spur. For 10 days—sometimes as long as three weeks—after it would normally fall, the apple clings, improving in color and increasing in size, until ripe and ready to pick.

Endrop has proved its magic from the Pacific Northwest "apple valleys," through the Great Lakes and New York State orchards, and down into Dixie.

Measured against adjacent untreated orchards, Shell's Endrop has, in many instances, saved "more than half" of the crop.

This development is but one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

## **Out of leadership in Research ... Shell Premium Gasoline**

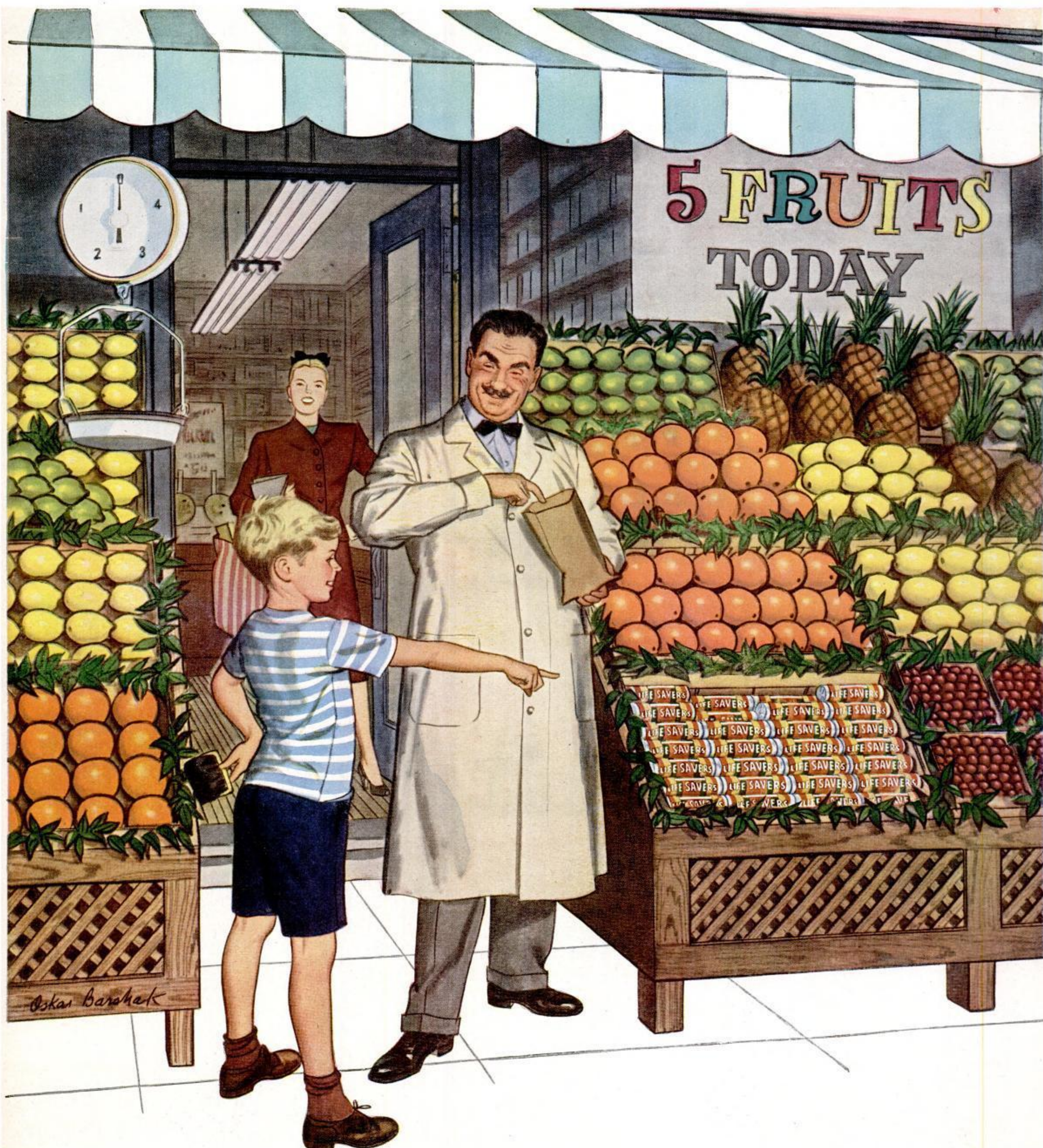
Just as Shell Endrop brings new aid to farming, so Shell Research brings a finer gasoline to motoring. Your engine will prove it to you, with your first tankful of Shell Premium Gasoline.



*Horizons widen  
through  
Shell Research*

© 1947, SHELL OIL COMPANY  
Incorporated





I'll take all five

A right smart lad is our little friend Paul!  
 He won't take *one* when he can have *all*  
 Of those tempting, luscious, fresh fruit flavors,  
 In one pack of these swell Life Savers!  
 Orange! Lemon! And Lime! All fresh as May.  
 Wild Cherry and Pineapple. Try 'em today!



Only 5¢





# Death in Hollywood

In a huge California cemetery a distinguished British writer finds the dead resting in the sunny joy of an eternal nursery

by EVELYN WAUGH



IN a thousand years or so, when the first archaeologists from beyond the date line unload their boat on the sands of Southern California, they will find much the same scene as confronted the Franciscan missionaries. A dry landscape will extend from the ocean to the mountains. Bel Air and Beverly Hills will lie naked save for scrub and cactus, all their flimsy multitude of architectural styles turned long ago to dust, while the horned toad and the turkey buzzard leave their faint imprint on the dunes that will drift on Sunset Boulevard.

For Los Angeles, when its brief history comes to an end, will fall swiftly and silently. Too far dispersed for effective bombardment, too unimportant strategically for the use of expensive atomic devices, it will be destroyed by drought. Its water comes 250 miles from the Owens River. A handful of parachutists or partisans anywhere along that vital aqueduct can make the coastal strip uninhabitable. Bones will whiten along the Santa Fe trail as the great recession struggles eastward. Nature will reassert herself and the seasons gently obliterate the vast, deserted suburb. Its history will pass from memory to legend until, centuries later, as we have supposed, the archaeologists prick their ears at the

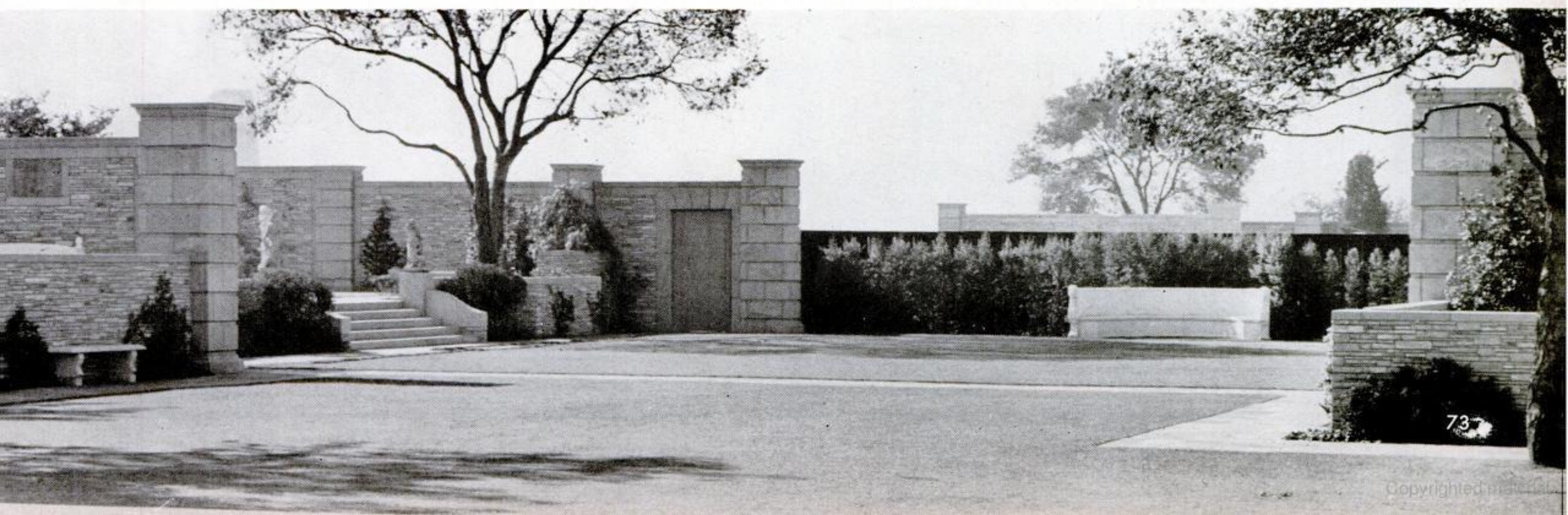
cryptic references in the texts of the 20th Century to a cult which once flourished on this forgotten strand; of the idol Oscar, sexless image of infertility; of the great Star Goddesses who were once noisily worshiped there in a Holy Wood.

Without the testimony of tombs the science of archaeology could barely exist, and it will be a commonplace among the scholars of 2947 that the great cultural decline of the 20th Century was first evident in the graveyard. The wish to furnish the dead with magnificent habitations, to make an enduring record of their virtues and victories, to honor them and edify their descendants, raised all the great monuments of antiquity, the Pyramids, the Taj Mahal, St. Peter's at Rome, and was the mainspring of all the visual arts. It died, mysteriously and suddenly, at the end of the 19th Century. England, once very rich in sepulchral statuary, commemorated her fallen soldiers of the First World War by a simple inscription in the floor of an Abbey built nine centuries earlier to shelter the remains of a Saxon king. Rich patrons of art, who in an earlier century would have spent the last decade of their lives in planning their own elaborate obsequies, deposed that their ashes should be broadcast from airplanes. The more practical Germans

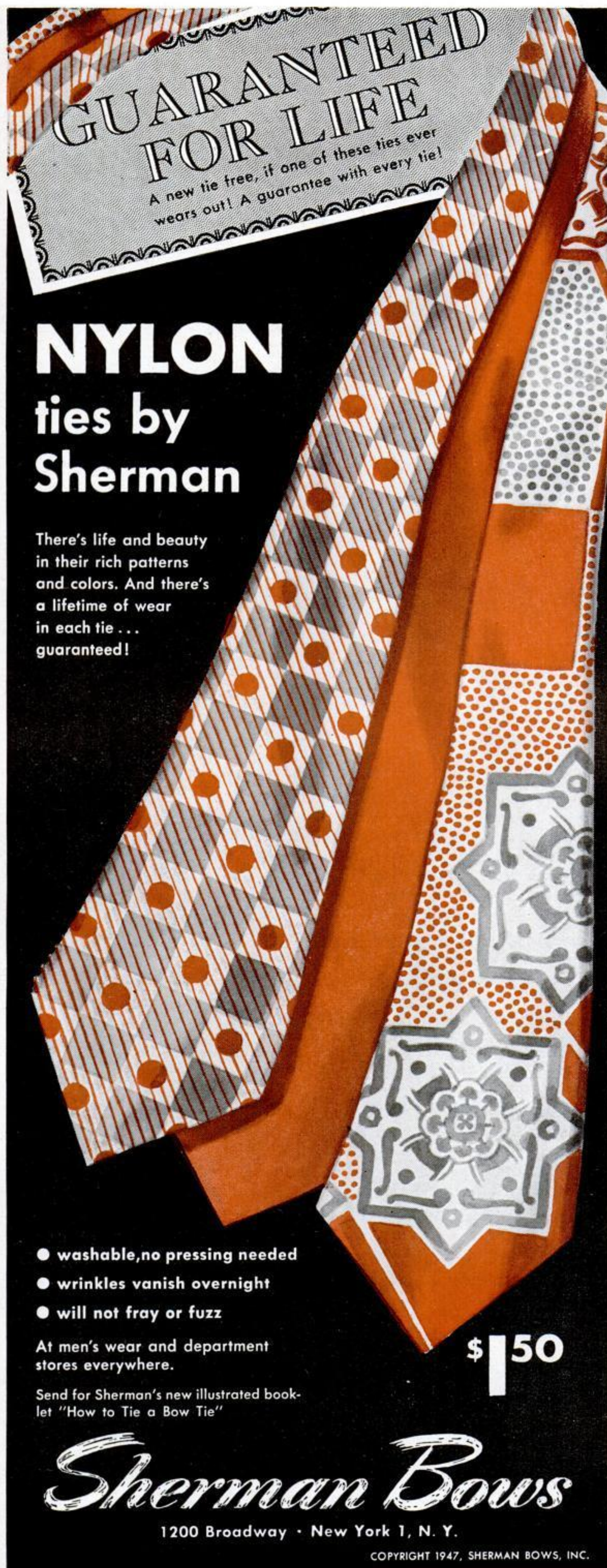


CONTINUED ON NEXT PAGE

"GARDENS OF MEMORY" ARE AMONG THE CHOICE BURIAL SPOTS IN FOREST LAWN, WHICH IS STUDDED WITH MARBLE STATUARY (ABOVE).







**GUARANTEED FOR LIFE**  
A new tie free, if one of these ties ever wears out! A guarantee with every tie!

# NYLON ties by Sherman

There's life and beauty in their rich patterns and colors. And there's a lifetime of wear in each tie... guaranteed!

- washable, no pressing needed
- wrinkles vanish overnight
- will not fray or fuzz

At men's wear and department stores everywhere.

Send for Sherman's new illustrated booklet "How to Tie a Bow Tie"

**\$1.50**

## Sherman Bows

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COPYRIGHT 1947, SHERMAN BOWS, INC.



### THE AUTHOR

Evelyn Waugh, gifted British novelist, spent seven weeks in Hollywood this spring dickering with censors about a script for his best-seller, *Brideshead Revisited*. Waugh finally withdrew the book, went home feeling that cemeteries were "the only real thing" in Hollywood. Waugh says his next book will concern an unsuccessful film writer who gets a job in a dog cemetery.

### DEATH IN HOLLYWOOD CONTINUED

sent their corpses to the soap boiler. Only the primitive heathens of Russia observed a once universal tradition in their shrine to Lenin.

All this will be a commonplace in the schools of 2947. The discoveries therefore of the Holy Wood Archaeological Expedition will be revolutionary, for when they have excavated and cataloged and speculated hopelessly about the meaning of a temple designed in the shape of a Derby hat and a concrete pavement covered with diverse monopedic prints and have surveyed the featureless ruins of the great film studios, their steps will inevitably tend northward to what was once Glendale, and there they will encounter on a gentle slope among embosoming hills, mellowed but still firm-rooted as the rocks, something to confound all the accepted generalizations, a necropolis of the age of the Pharaohs created in the middle of the impious 20th Century, the vast structure of Forest Lawn Memorial-Park.

We can touch hands across the millennium with these discoverers, for it is in the same mood of incredulous awe that the visitor of our own age must approach this stupendous property. Visitors, indeed, flock there—in numbers approaching those that visit the Metropolitan Museum in New York—and with good reason, for there are many splendid collections of art elsewhere, but Forest Lawn is entirely unique. Behind the largest wrought-iron gates in the world lie 300 acres of parkland judiciously planted with evergreen (for no plant which sheds its leaf has a place there). The lawns, watered and drained by 80 miles of pipe, do not at first betray their solemn purpose. Even the names given to their various sections—Eventide, Babyland, Graceland, Inspiration Slope, Slumberland, Sweet Memories, Vesperland, Dawn of Tomorrow—are none of them specifically suggestive of the graveyard. The visitor is soothed by countless radios concealed about the vegetation which ceaselessly discourse the *Indian Love Call* and other popular melodies and the amplified twittering of caged birds. It is only when he leaves the 7½ miles of paved roadway that he becomes aware of the thousands of little bronze plates which lie in the grass. Commenting on this peculiarity in the *Art Guide of Forest Lawn with Interpretations*, Mr. Bruce Barton, author of *What Can a Man Believe*, says, "The cemeteries of the world cry out men's utter hopelessness in the face of death. Their symbols are pagan and pessimistic. . . . Here sorrow sees no ghastly monuments, but only life and hope." The Christian visitor might here remark that by far the commonest feature of other graveyards is still the Cross, a symbol in which previous generations have found more Life and Hope than in the most elaborately watered evergreen shrub.

### Fresh flowers forever

**T**HERE are gardens and terraces and a huge range of buildings, the most prominent of which is the rather Italian mausoleum. There in marble-fronted tiers lie the coffins, gallery after gallery of them, surrounded by statuary and stained glass. Each niche bears a bronze plaque with the inmate's name, sometimes in magnified counterfeit of his signature. Each has a pair of bronze vases which a modest investment can keep perpetually replenished with fresh flowers. Adjacent lies the columbarium where stand urns of ashes from the crematory. There is the Tudor-style administration building, the mortuary (Tudor exterior, Georgian interior) and the more functional crematory. All are designed to defy the operations of time; they are in "Class A steel and concrete," proof against fire and earthquake. The mausoleum alone, we are told, contains enough steel and concrete for a 60-story office building and its foundations penetrate 33 feet into solid rock.

CONTINUED ON PAGE 79



# MAN ALIVE!

## Meet *Tawn* Face to Face!

### Tawn Toiletries make a man glad he's alive!

TAWN is the name of a new brand of men's toiletries — created by McKesson — around a brand-new idea. We've taken the very finest ingredients . . . put them into sensible containers . . . and priced them so low any man can afford to be perfectly groomed every day. At drug counters everywhere.

**TAWN AFTER-SHAVE LOTION** — soothes and cools with a bracing tingle. . . . **75¢\***

**TAWN BRUSHLESS SHAVE** — softens tough beards; won't clog razor; rinses off easily. . . . **50¢**

**TAWN COLOGNE (DEODORANT)** — a delightful cologne, anti-perspirant, and deodorant. . . . **75¢\***

**TAWN HAIR DRESSING** — lusterizes without making hair greasy or sticky. . . . **75¢\***

**TAWN SHAMPOO** — lathers profusely, in hot or cold, hard or soft water. . . . **50¢**

**TAWN TALC** — blends with skin tones; has a fresh, clean bouquet, fine texture. . . . **50¢\***

\*Plus federal tax

*A McKesson Product*  
McKesson & Robbins, Bridgeport, Conn.



## *Tawn* toiletries for men



# 34% MORE MILEAGE ON THIS



## MILLIONS OF MILES OF PROOF!

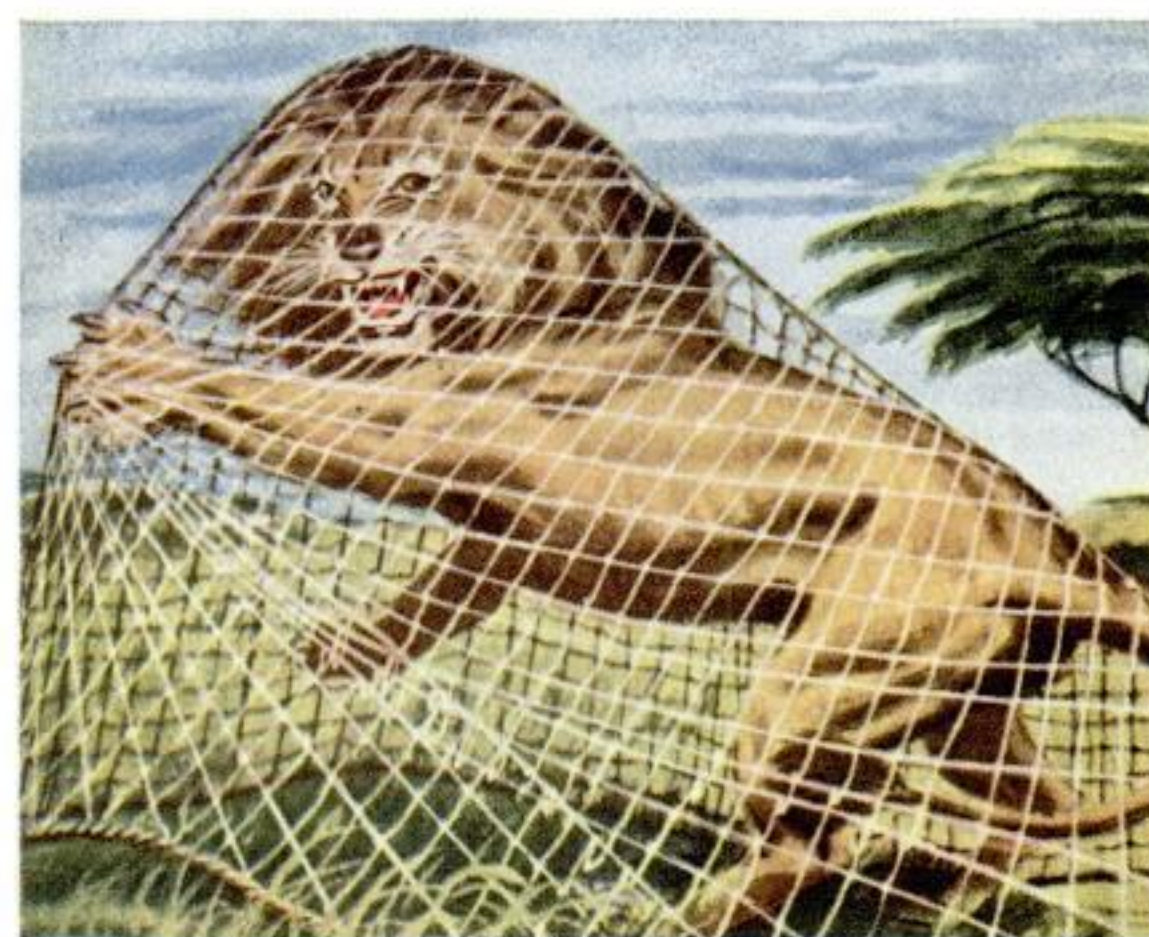
We gave the new Goodyear De Luxe millions of miles of road tests before we put it on the market. The tires were driven until the treads wore smooth.

The new Goodyear De Luxe averaged 34% more mileage than the famous Goodyear tire it replaces. Yes, 34% more mileage!

Tires on our test cars are deliberately given harder use than you'd ordinarily give a tire. So doesn't it stand to reason that the new Goodyear De Luxe will do at least as well on the wheels of your car as it did on our tests?

## NEW!...POSTWAR PERFORMANCE—PREWAR PRICE!

This increased mileage actually costs you less. You not only get a new and better tire, you get it at a prewar price!



## NEW!...STRONGER CORD!

The new Goodyear De Luxe is a tougher tire. The body is stronger because the cord is stronger. This extra strength permits a heavier tread which results in longer wear.



## NEW!...HUSKIER, MORE FLEXIBLE SHOULDER!

The new Goodyear De Luxe has an improved shoulder design. The result is a huskier, yet more flexible shoulder. The result is more even wear. And the more evenly a tire wears, the longer it wears.

THE NEW

GOODYEAR



# THE... LOWER PRICES

## Newire!



us treads:  
Rib  
d-Weather



### NEW!... WIDER, FLATTER TREAD!

The new Goodyear De Luxe is a sure-footed tire with a wider, flatter tread. This puts more rubber on the road. It steps up traction when you need it most. Your wheels have a better grip on the road when you step on the brakes or the gas.

• • •

Goodyear has been America's first-choice tire for 32 consecutive years. As you roll up the trouble-free miles on your new Goodyear De Luxe tires, you'll understand why. This great new tire is typical of the year-in, year-out improvements that have kept Goodyear first.

# YEAR

## DE LUXE

TIRES THAN ON ANY OTHER KIND



# Wouldn't *you* like some candy?

*If you were a baby sitter and time was starting to drag and you craved something that would pep you up and still be kind to your tummy, wouldn't you like some candy?*



*If you were the drummer during those "hot breaks" when you're a little fagged after an intermission, wouldn't you like some candy?*



*If you were a railway mail clerk and you'd been on your feet for hours sorting a mountain of mail on a streamliner and you felt the need of an energy "lift," wouldn't you like some candy?*

*If you were a dinner guest at a friend's house and you wanted to do something to show your appreciation, wouldn't it be nice to say, "Wouldn't you like some candy?"*



## Of course...Most everybody likes Candy

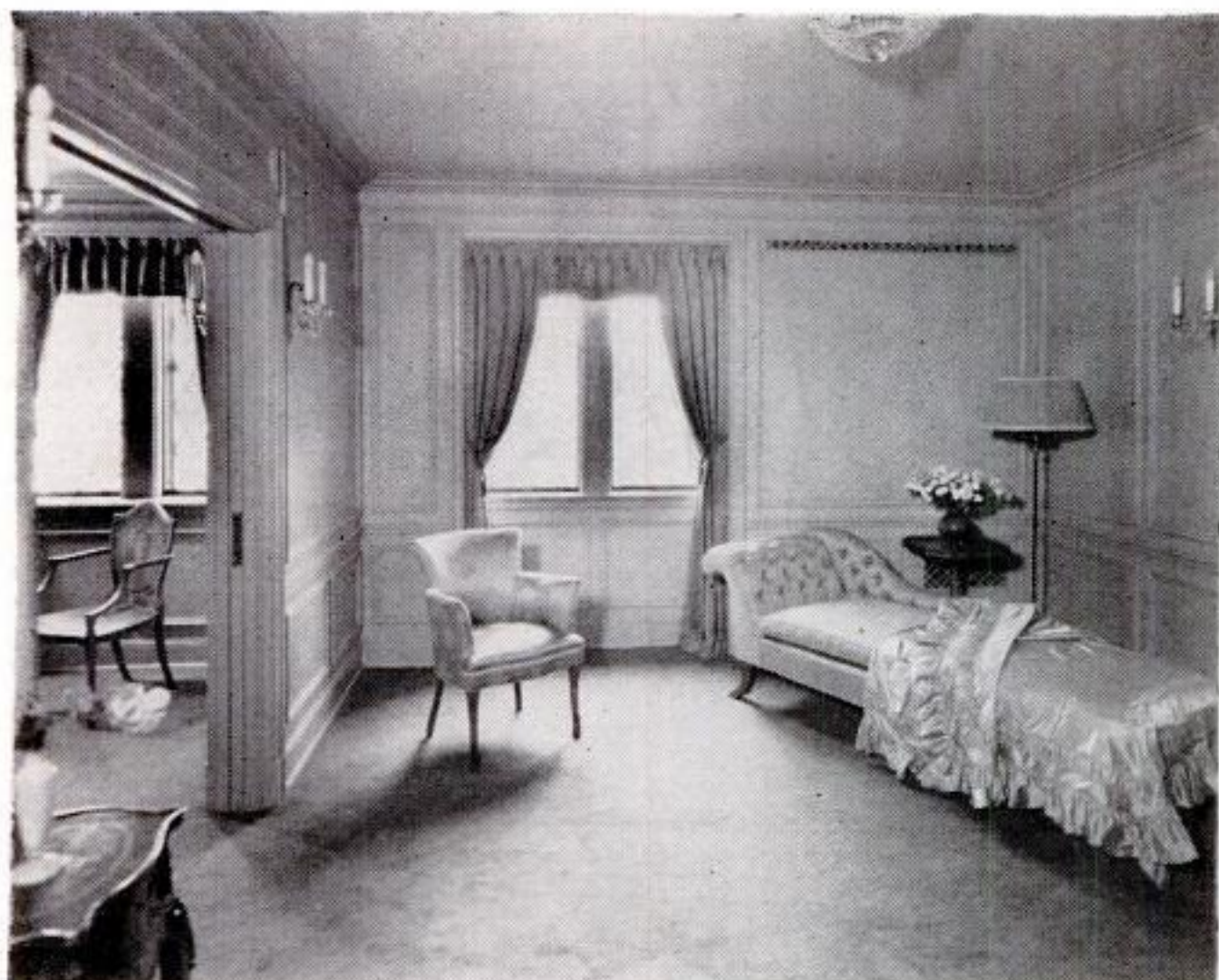


**CANDY IS DELICIOUS FOOD**

COUNCIL ON CANDY of the NATIONAL CONFECTIONERS' ASSOCIATION...One North La Salle Street, Chicago 2, Illinois

*Enjoy some every day!*





**SLUMBER ROOMS**, where the deceased rest before burial, are decorated in rose and ivory satin so that they will look as much as possible like real boudoirs.

## DEATH IN HOLLYWOOD CONTINUED

The Memorial Court of Honor is the crowning achievement of this group. "Beneath the rare marbles of its floor are crypts which money cannot purchase, reserved as gifts of honored interment for Americans whose lives shall have been crowned with genius." There have so far been two recipients of this gift, Gutzon Borglum, the first sculptor in history to employ dynamite instead of the chisel, and Mrs. Carrie Jacobs Bond, author and composer of *The End of a Perfect Day*, at whose funeral this year, which cost \$25,000, Dr. Hubert Eaton, the chairman of Forest Lawn, pronounced the solemn words: "By virtue of the authority vested in me by the Council of Regents . . . I do herewith pronounce Carrie Jacobs Bond an immortal of the Memorial Court of Honor."

There are already three nonsectarian churches, the Little Church of the Flowers, the Wee Kirk o' the Heather and the Church of the Recessional. The first is, with modifications, a replica of Stoke Poges church where Gray composed his *Elegy*; the second a reconstruction of the ruins of a chapel at Glencairn, Dumfriesshire where Annie Laurie worshiped; the third, again with modifications, is a replica of the parish church of Rottingdean in Sussex where Rudyard Kipling is claimed by Dr. Eaton to have been inspired to write his poem, *Recessional*. The American visitor may well be surprised at the overwhelmingly British character of these places of worship in a state which has never enjoyed the blessings of British rule and is now inhabited by the most cosmopolitan people in the U.S. The British visitor is surprised also at the modifications.

### Potted plants and caged canaries

IT is odd to find a church dedicated to Kipling, whose religion was highly idiosyncratic. The building is used not only for funerals but for weddings and christenings. Its courtyard is used for betrothals; there is a stone ring, named by Dr. Eaton—the Ring of Aldyth, through which the young lovers are invited to clasp hands and swear fidelity to what Kipling described as "a rag and a bone and a hank of hair." Around the courtyard are incised the texts of *Recessional*, *If* and *When Earth's Last Picture Is Painted*. The interior of St. Margaret's Rottingdean is not particularly remarkable among the many ancient parish churches of England, but the architects of Forest Lawn have used their ingenuity to enliven it. One wall has been constructed of glass instead of stone and covered with potted plants and caged canaries; a chapel hidden in what is no doubt thought to be devotional half-darkness is illuminated by a spotlight painting of Bouguereau's, entitled *Song of the Angels*; in a kind of sacristy relics of the patron saint are exposed to veneration. They are not what ecclesiastics call "major relics"; some photographs by the Topical Press, a rifle score sheet signed by the poet, the photostatic copy of a letter to Sir Roderick Jones expressing Kipling's hope of attending a christening, a copy of Lady Jones's popular novel, *National Velvet*, an oleograph text from a nearby cottage, and so forth.

What will the archaeologists of 2947 make of all this and of the countless other rarities of the place? What webs of conjecture will

CONTINUED ON NEXT PAGE

## The Bride Gets the Bounty



**I GET A KICK** out of this story because I'm just a newlywed, and Aunt Bea knows all about everything. I'll tell you why she gave me that necklace.



**SHE FOUND ME** in the kitchen one morning making Borden's Instant Coffee. "What's that?" says Auntie. I told her Borden's was wonderful. No pot, no grounds, no waste . . . and delicious.



**"COFFEE MY GRANDMOTHER!"** says Auntie. "I've tried those instant things for years. Don't serve me any of that new-fangled nonsense!" So I made her a pot of the old-fashioned kind.



**NEXT DAY, HOWEVER,** I gave her a cup of Borden's without her knowing it. "Now, my chickadee," says Auntie, "you're learning! This is the best coffee I've had in years." When I told her it was Borden's she called me the smartest young housewife in America. "I thought I knew all about instant coffee . . ." she said, "but I didn't know Borden's!" Went right upstairs for that necklace, too.

**Money back if BORDEN'S doesn't beat your favorite coffee!\***

AMERICA'S FASTEST SELLING PURE INSTANT COFFEE

\* Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll refund your money. The Borden Co., 350 Madison Ave., N. Y. 17, N.Y.



# WINGS SHIRTS

NEVER

LET

YOU

DOWN



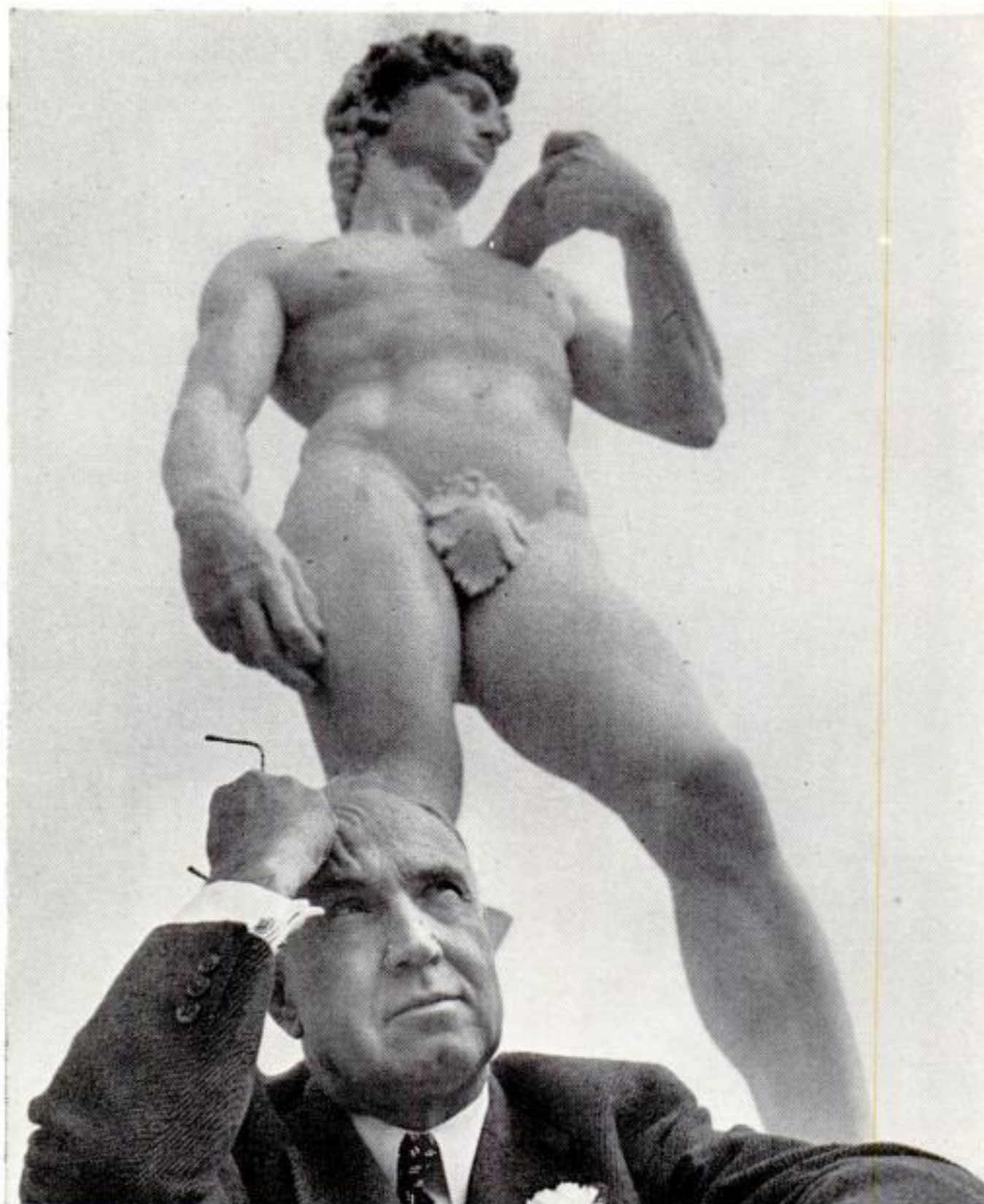
**Bates**  
FABRICS

For a build-up instead of a let-down . . . WINGS White Shirts!  
Handsomely tailored in Bates' all-combed, mercerized broadcloth . . .  
the shirting with staying power and a smooth personality.  
Sanforized\* for perfect fit! Only 3.95! Other WINGS Shirts at 2.95 and 3.50.

\*Maximum shrinkage 1%

# WINGS

WINGS SHIRT CO., EMPIRE STATE BUILDING, NEW YORK 1, N. Y.



FOUNDER AND CHIEF of Forest Lawn is Dr. Hubert Eaton, known as "The Builder." Behind him stands reproduction of Michelangelo's statue of David.

## DEATH IN HOLLYWOOD CONTINUED

be spun by the professors of Comparative Religion? We know with what confidence they define the intimate beliefs of remote ages. They flourished in the 19th Century. Then G. K. Chesterton, in a masterly book sadly neglected in Europe but honored in the U.S.A., *The Everlasting Man*, gently exposed their fatuity. But they will flourish again, for it is a brand of scholarship well suited to dreamy natures which are not troubled by the itch of precise thought. What will the professors of the future make of Forest Lawn? What do we make of it ourselves? Here is the thing, under our noses, a first-class anthropological puzzle of our own period and neighborhood. What does it mean?

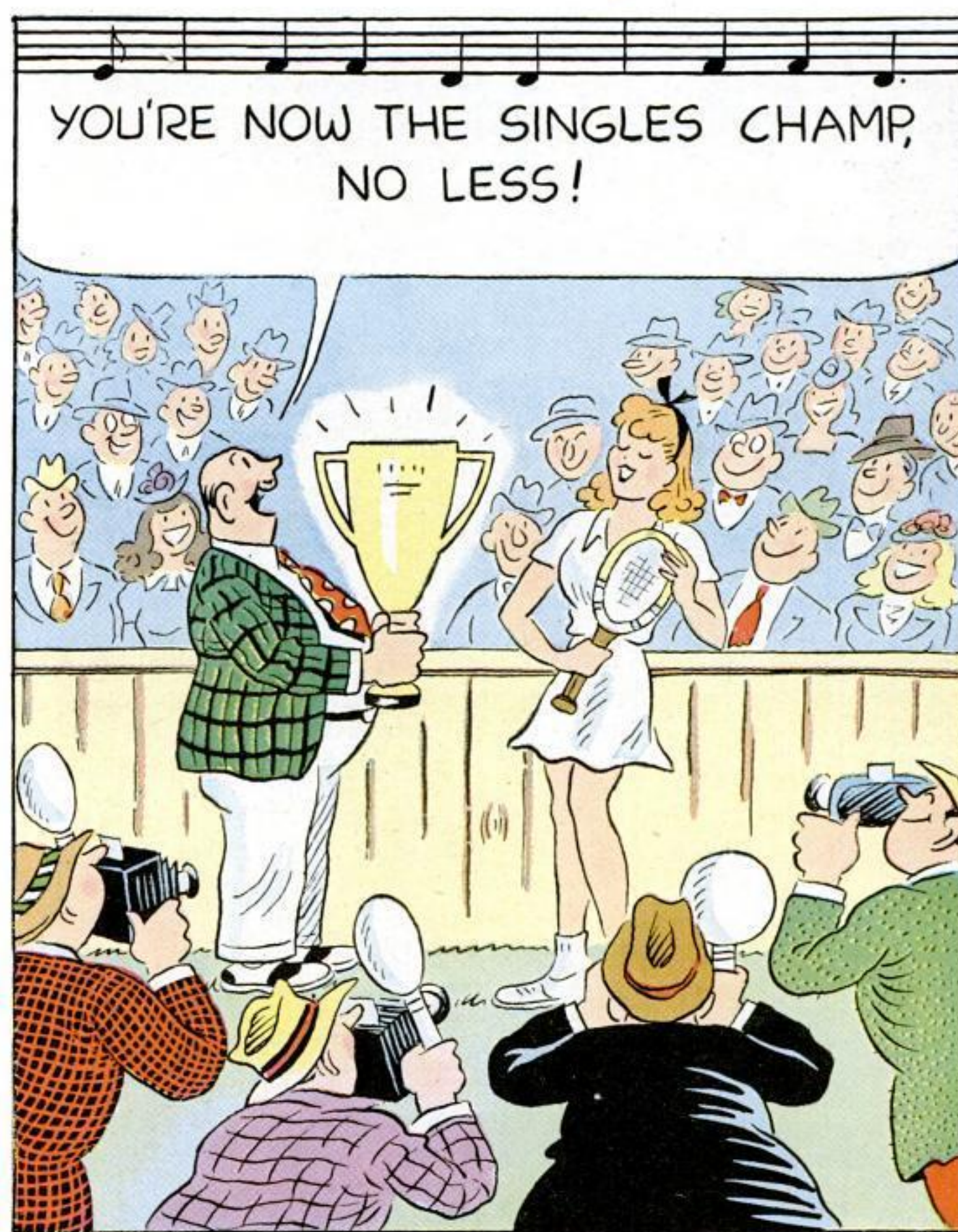
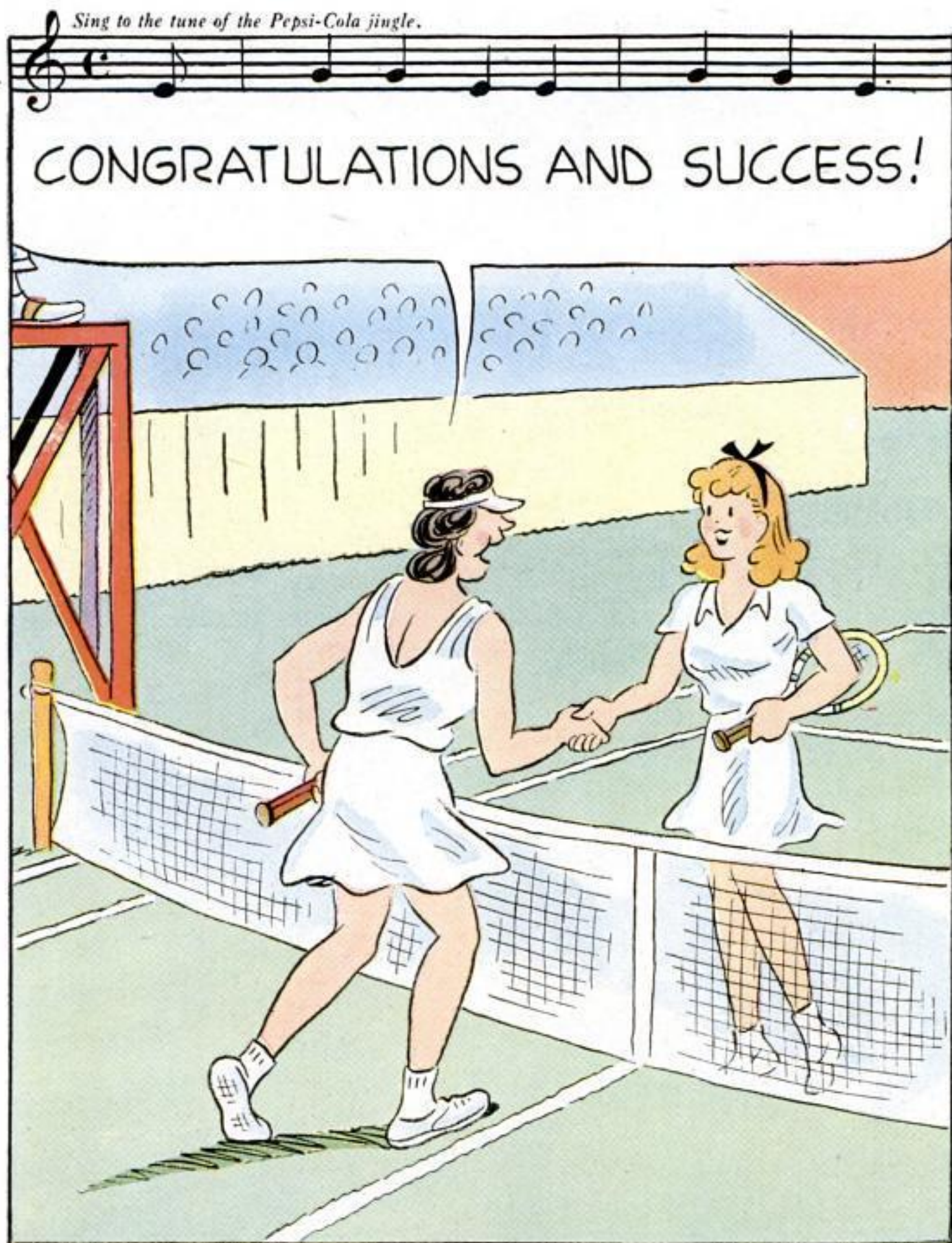
Of course it is first self-evidently a successful commercial undertaking. The works of sculpture enhance the value of the grave sites; the unification in a single business of all the allied crafts of undertaking is practical and, I believe, unique. Secondly the park is a monument to local tradition. Europeans who measure those things by centuries err absurdly in supposing that American traditions, because they are a matter of decades, are the less powerful. They are a recent, swift and wiry growth.

The character of Southern California which everywhere strikes the tourist as unique came from its history. The territory was won by military conquest only a century ago, but the Spanish culture was obliterated and survives today only in ingenious reconstructions. The main immigrations took place within living memory and still continue. In 1930 it was calculated that of the million and a quarter inhabitants of Los Angeles a quarter of a million had arrived in the previous five years and only a third of the entire population could claim more than 15 years' standing, and this vast influx differs from all others in that it was the rich who came first. There was no pioneer period in which hungry and energetic young people won their living from the land. They did not come in covered wagons or in steerage bunks. Elderly wealthy people came in comfortable trains, bringing their money with them in order to enjoy it in the sunshine. There is now an industrial proletariat and a thriving criminal class, but the tradition of leisure is still apparent in the pathological sloth of the hotel servants and in the aimless, discursive coffee-house chatter which the film executives call "conferences."

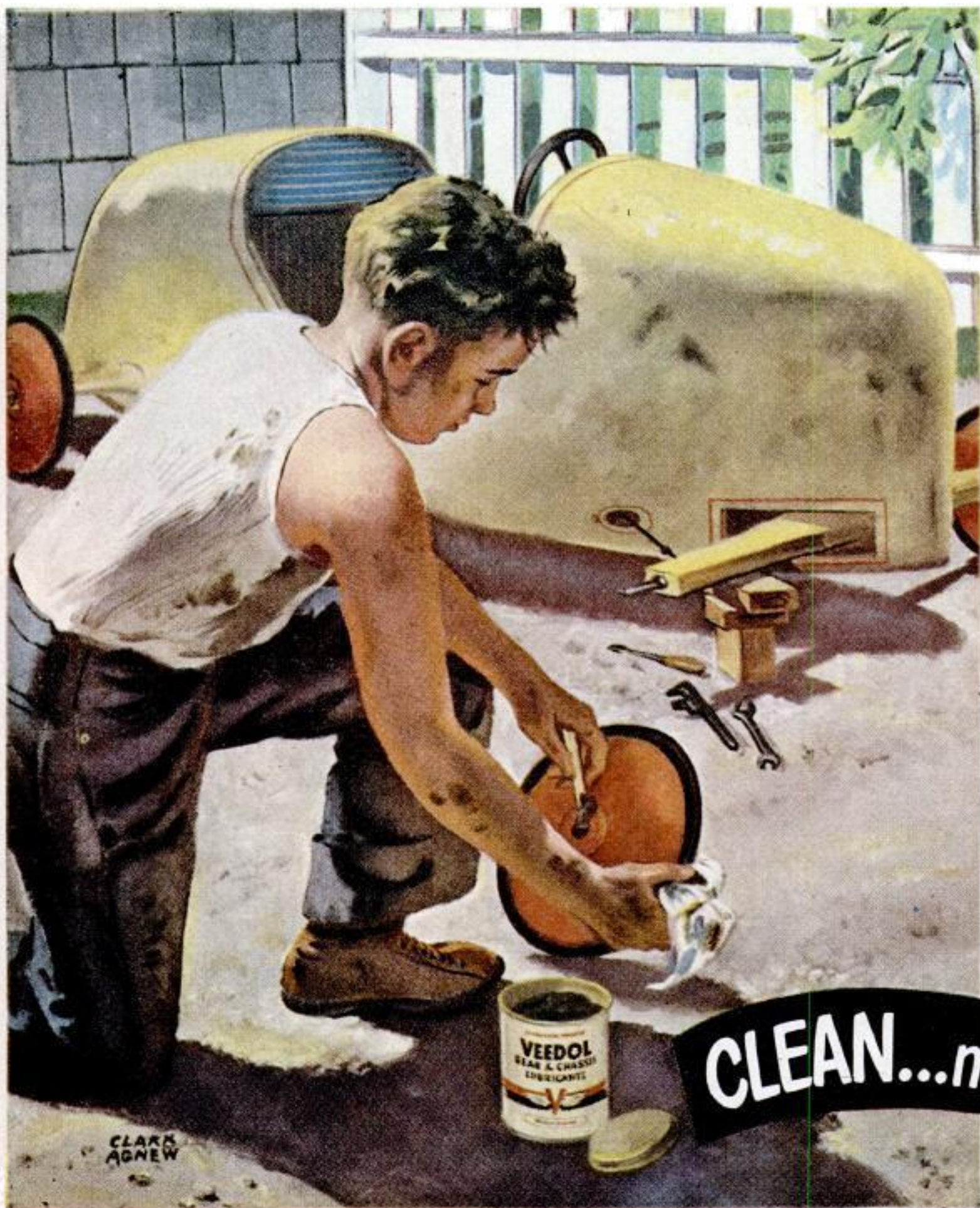
It is not the leisure of Monte Carlo or Palm Beach where busy men go for a holiday. It is the leisure of those whose work is quite finished. Here on the ultimate sunset shore they lay themselves down, warm their old limbs and open their scaly eyes two or three

CONTINUED ON PAGE 83









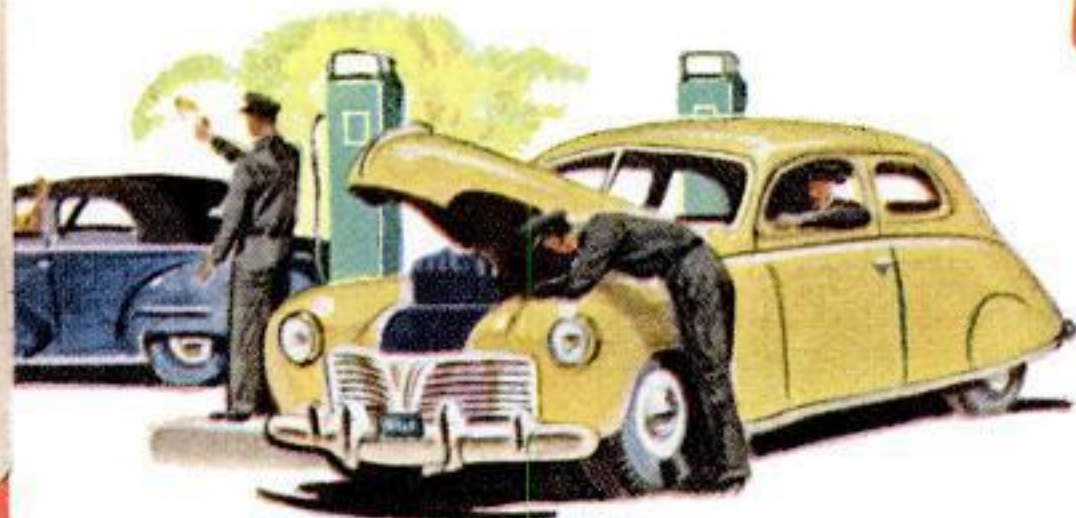
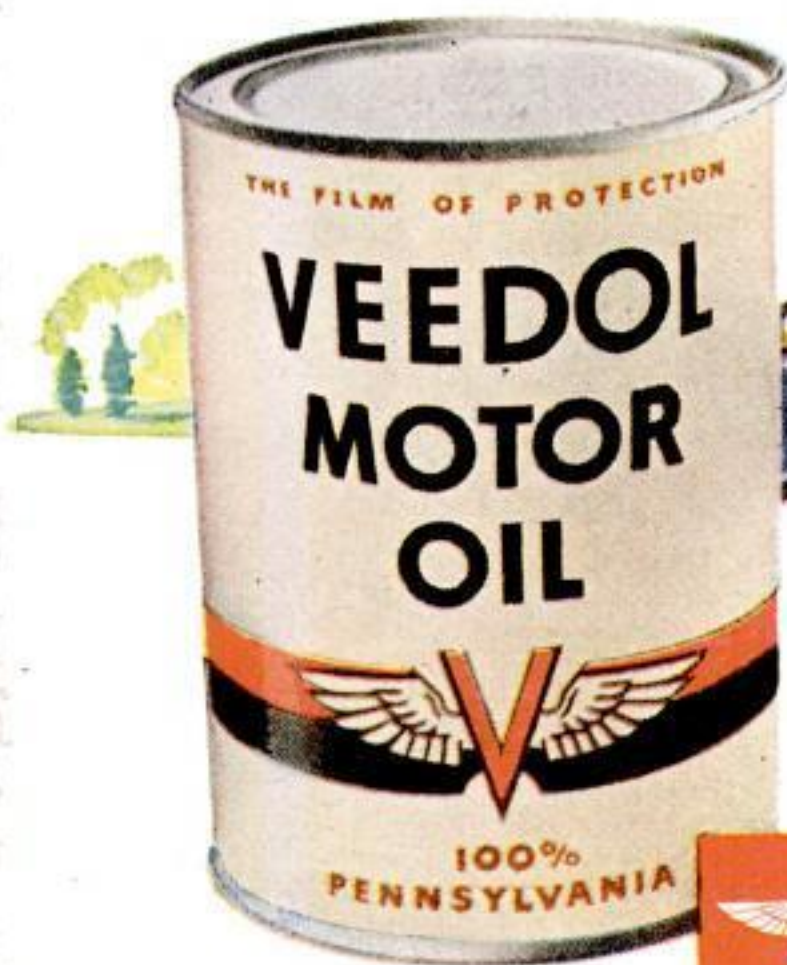
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True! Your motor runs

*Cleaner and Smoother*

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LET your engine discover the new magic in VEEDOL . . .  
the new ingredient that minimizes oxidation and checks  
the formation of harmful, corrosive acids in the crankcase.

It's true! Your motor actually runs *cleaner* on VEEDOL.  
And a *cleaner*-running engine—one protected against ring-  
sticking and corrosive compounds that attack bearings and  
pistons—is just naturally a *smoother*-running engine.

So drive in at the VEEDOL sign and get the motor oil that  
gives you these *double* advantages: the "fighting film of  
protection" from 100% Bradford, Pennsylvania, crude . . .  
plus the new "CLEAN-SMOOTH" treatment for your motor.





FUNERALS like that of Carrie Jacobs Bond (above) are held in the new Memorial Court of Honor beneath a stained-glass reproduction of the *Lust Supper*.

## DEATH IN HOLLYWOOD CONTINUED

times a day to browse on lettuce and avocado pears. They have forgotten the lands which gave them birth and the arts and trades which they once practiced. Here in profound oblivion you find men and women you supposed long dead, editors of defunct journals, playwrights and actresses your father spoke of, glorious stars of theaters long-ago demolished, novelists whose works line the shelves of requisitioned billiard rooms. They are gently spinning the cocoon which will cover their final transition. Death is the only event which can now disturb them, and priests of countless preposterous cults have gathered round to shade off that change until it becomes imperceptible. Old, old fancies are here retold as the "new" philosophy. Soon, they are assured, they will migrate into new bodies. Meanwhile Dr. Eaton is at hand to house the old one.

Dr. Eaton has set up his credo at the entrance. "I believe in a happy Eternal Life," he says. "I believe those of us left behind should be glad in the certain belief that those gone before have entered into that happier Life." This theme is repeated on Coleus Terrace: "Be happy because they for whom you mourn are happy—far happier than ever before." And again in Vesperland: "... Happy because Forest Lawn has eradicated the old customs of Death and depicts Life not Death."

The implication of these texts is clear. Forest Lawn has consciously turned its back on the "old customs of Death," the grim traditional alternatives of Heaven and Hell, and promises immediate eternal happiness for all its inmates. Similar claims are made for other holy places—the Ganges, Debra Libanos in Abyssinia, and others. Some of the simpler crusaders probably believed that they would go straight to heaven if they died in the Holy Land. But there is a catch in most of these dispensations, a sincere repentance, sometimes an arduous pilgrimage, sometimes a monastic rule in the closing years. Dr. Eaton is the first man to offer eternal salvation at an inclusive charge as part of his undertaking service.

### No Negroes, No Chinese

THERE is a vital theological point on which Dr. Eaton gives no ex-cathedra definition. Does burial in Forest Lawn itself sanctify or is sanctity the necessary qualification for admission? Discrimination is exercised. There is no room for the Negro or the Chinese, however devout; avowed atheists are welcome but notorious ill-doers are not. Al Capone, for example, had he applied, would have been excluded although he died fortified by the last rites of his Church. Suicides, on the other hand, who in "the old customs of Death" would lie at a crossroads, impaled, come in considerable numbers and often, particularly in cases of hanging, present peculiar problems to the embalmer.

Embalming is so widely practiced in California that many believe it to be a legal obligation. At Forest Lawn the bodies lie in state, sometimes on sofas, sometimes in open coffins, in apartments furnished like those of a luxurious hotel and named Slumber Rooms.

CONTINUED ON NEXT PAGE

Like Dad...  
Like Lad!

They Both Rely on Reliance!

... for proof handsomely-styled apparel need **NOT** be expensive!

Dad likes his Reliance for its 100% wool warmth, its luxurious rayon lining throughout, its water-repellent treated qualities. Junior's a Reliance booster for the choice of colorful plaids, the wonderful, comfortable freedom of cut, the snappy blouse effect! Smartly styled with wool worsted waist and wrist bands. Reliance laboratory-controlled quality throughout! Men's sizes 36-46, about \$11.95. Boys' sizes 8-18, about \$8.95. At better stores.

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Why Mary Miles  
Wears Washday Smiles

The  
**HOTTER**  
the Water...

...the  
**WHITER**  
the Wash

Now you can get the *hotter* water you need to make your clothes *whiter*. Now you can prove—as research experts on laundering did—that *the Hotter the Water the Whiter the Wash*.

**NEW Temperature Dial Control!** Get a Ruud, the Gas water heater with the Monel\* tank and the amazing Ruud Temperature Dial Control. You'll get *hotter* water. And you'll get it *faster, cleaner, cheaper!* Here's how!

**1. You get Hotter Water!** Ruud's new Temperature Dial Control lets you dial the exact degree of *hotter* water you need for *whiter* wash; then sends you *all you need... keeps it coming!*

**2. You get it Faster!** No waiting! No watching! Always plenty of hot water, so you don't have to skimp. The fast heat-speed of Gas gives you quick replacement of the hot water you use, *as you use it*.

**3. You get it Cleaner!** No more dirty water from a rusty tank, to stain your linens and sinks. The famous solid Monel tank, of your Ruud Water Heater can *never* rust. It always sends you hot water that's sparkling-clean and pure enough to drink!

**4. You get it Cheaper!** For 101 uses... from the morning shave to the evening bath... Ruud-Gas-Monel gives you hot water cheaper. Take Ruud Thrift-design with the new Temperature Dial Control. Add the rock-bottom economy of Gas, plus the extra-long life of the Ruud-Monel tank. And pocket your savings year after year.

**Flash!** The new automatic washing machines are designed to work better with hotter water. Get the *hotter* water you need. Get Ruud, Gas and Monel.

In a national survey, 99.1% of our customers say they would recommend Ruud-Gas-Monel to their friends. Built for all types of gas including LP-gas. See your Plumber, Dealer or Gas Company today! Write for descriptive literature now!



RUUD MANUFACTURING COMPANY, Pittsburgh 1, Pa.

\* Reg. U. S. Pat. Off.

## DEATH IN HOLLYWOOD CONTINUED

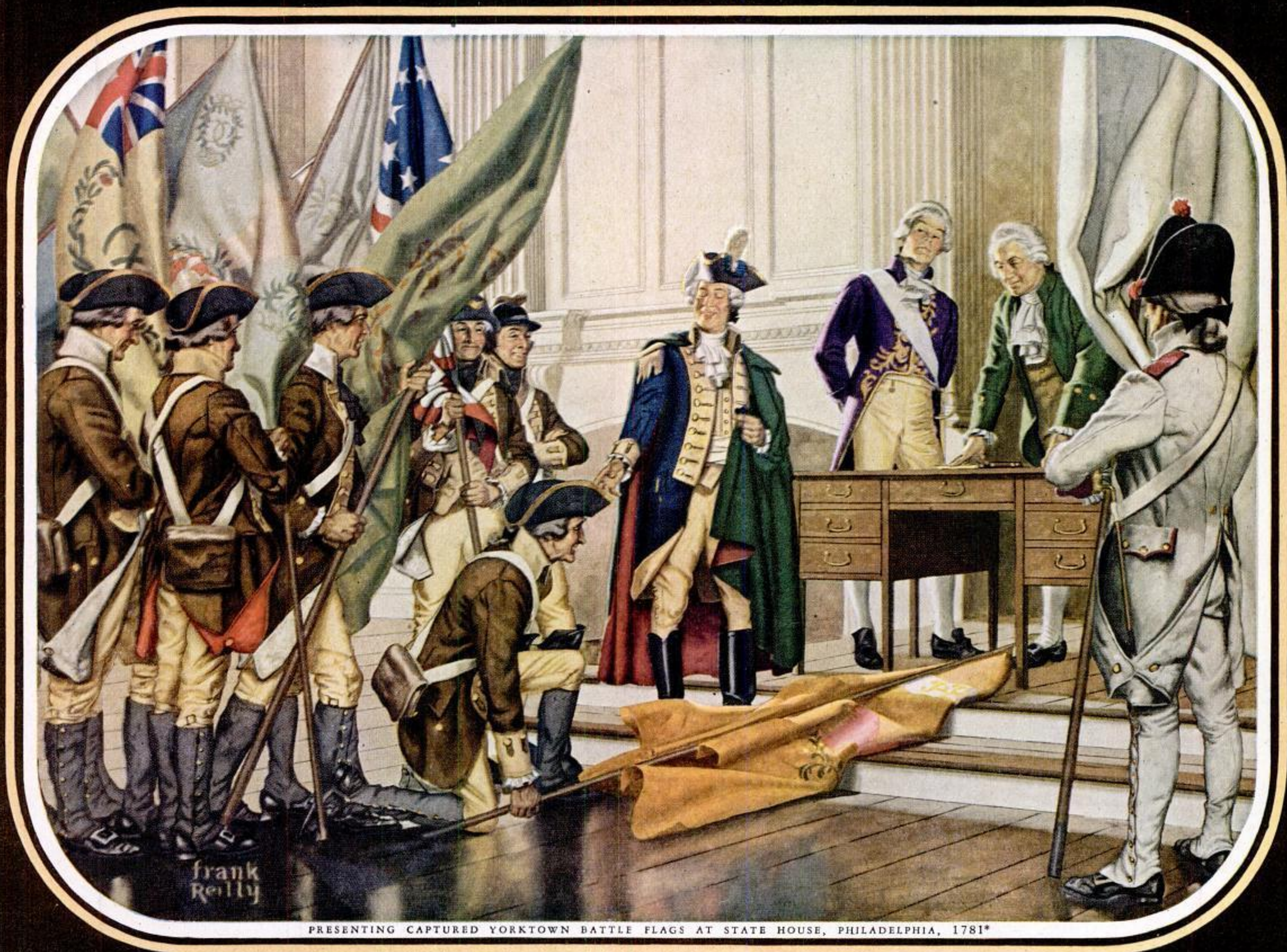
Here the bereaved see them for the last time, fresh from the final beauty parlor, looking rather smaller than in life and much more dandified. There is a hint of the bassinet about these coffins, with their linings of quilted and padded satin and their frilled silk pillows. There is more than a hint, indeed, throughout Forest Lawn that death is a form of infancy, a Wordsworthian return to innocence. "I am the Spirit of Forest Lawn," wrote K. C. Beaton in less than Wordsworthian phrase. "I speak in the language of the Duck Baby, happy childhood at play." We are very far here from the traditional conception of an adult soul naked at the judgment seat and a body turning to corruption. There is usually a marble skeleton lurking somewhere among the marble draperies and quartered escutcheons of the tombs of the high Renaissance; often you find, gruesomely portrayed, the corpse half decayed with marble worms writhing in the marble adipocere. These macaber achievements were done with a simple moral purpose—to remind a highly civilized people that beauty was skin deep and pomp was mortal. In those realistic times hell waited for the wicked and a long purgation for all but the saints, but heaven, if at last attained, was a place of perfect knowledge. In Forest Lawn, as the builder claims, these old values are reversed. The body does not decay; it lives on, more chic in death than ever before, in its indestructible Class A steel-and-concrete shelf; the soul goes straight from the Slumber Room to Paradise, where it enjoys an endless infancy—one of a great Caucasian nursery party where Knights of Pythias toddle on chubby, unsteady legs beside a Borglum whose baby fingers could never direct a pneumatic drill and a Carrie Jacobs Bond whose artless ditties are for the Duck Baby alone.

That, I think, is the message. To those of us too old-fashioned to listen respectfully, there is the hope of finding ourselves, one day beyond time, standing at the balustrade of heaven among the unrecognizably grownup denizens of Forest Lawn, and leaning there beside them, amicably gazing down on Southern California and sharing with them the huge joke of what the professors of anthropology will make of it all.



"DUCK BABY," a 32-inch bronze figure of a laughing child carrying ducks, stands by the Duck Pool. It portrays Forest Lawn's spirit of happy innocence.





PRESENTING CAPTURED YORKTOWN BATTLE FLAGS AT STATE HOUSE, PHILADELPHIA, 1781\*

# Philadelphia

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## The Heritage Whisky

### A HERITAGE TO REMEMBER



*"...twenty-four standards, taken at the same time,  
are ready to be laid before Congress."*

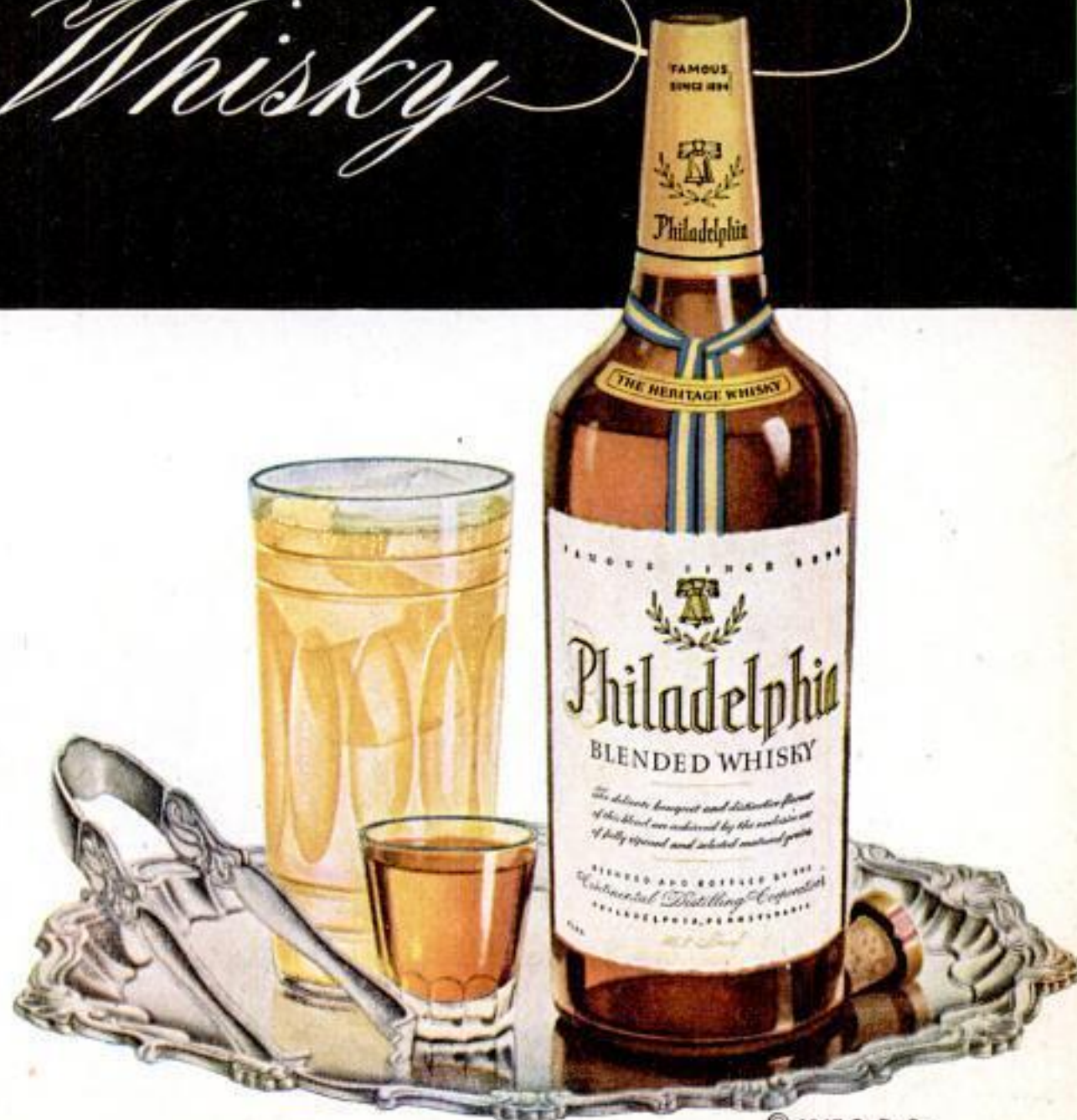
— LETTER FROM GENL. WASHINGTON TO THOMAS MCKEAN,  
PRESIDENT OF CONGRESS, OCTOBER 27, 1781

Sweet indeed, after anxious years, was America's victory at Yorktown. And nowhere was it celebrated more heartily than in Colonial Philadelphia. Today, those early traditions of hospitality are

nobly sustained in Philadelphia, The Heritage Whisky. An exceptional whisky, so rich yet mild, you might reserve it for special occasions. Yet you can afford to enjoy Philadelphia Blend, regularly and often.

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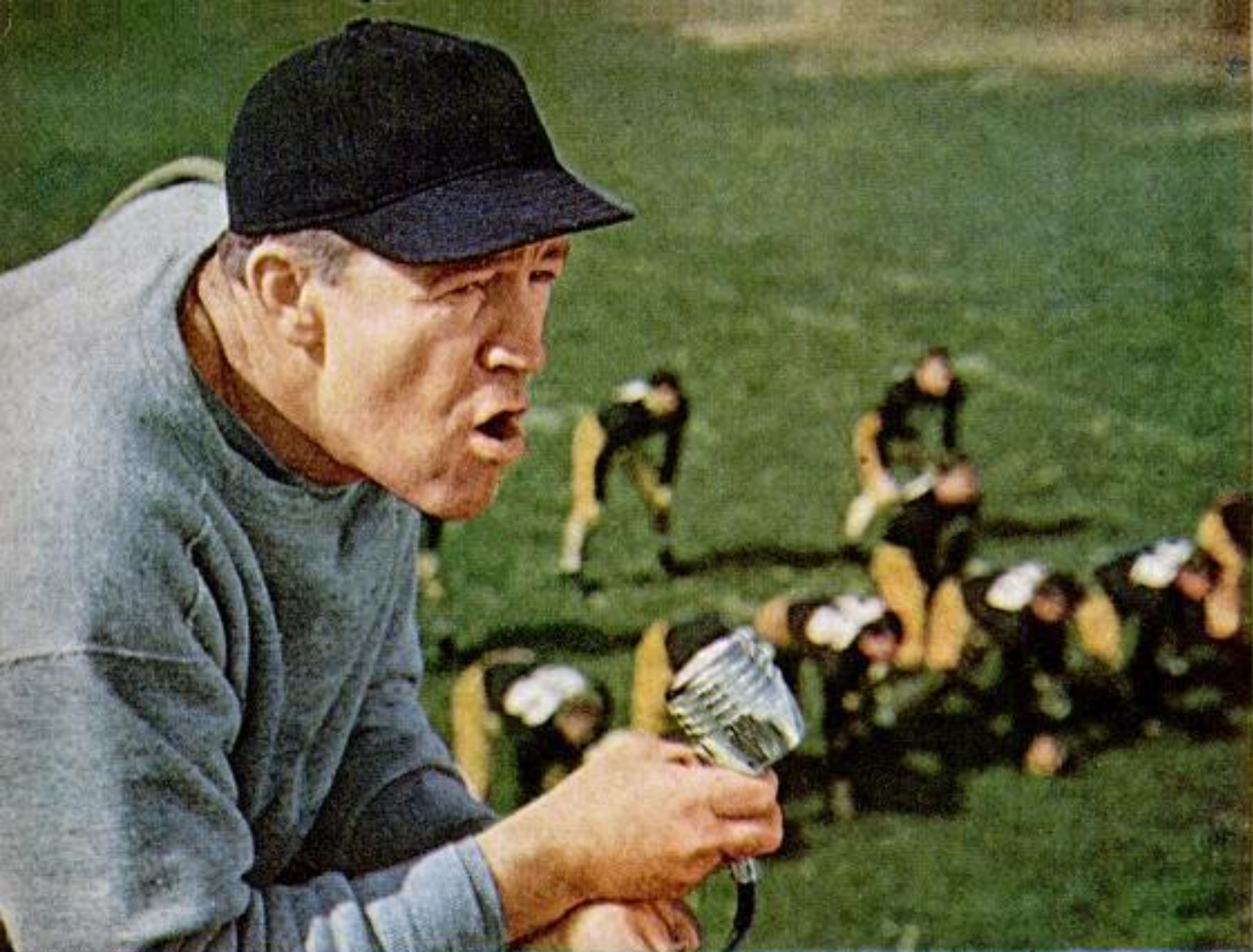
\*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894



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FROM WOODEN TOWER FRANK LEAHY DIRECTS NOTRE DAME SCRIMMAGE

# NOTRE DAME

BEST TEAM IN THE U.S.  
GETS INTO SHAPE FOR  
ANOTHER STIFF SEASON



**QUICK-OPENING POWER PLAY** is demonstrated by the Notre Dame varsity with Halfback Russell Ashbaugh (No. 55) carrying ball. Ashbaugh has received the ball

from Quarterback Johnny Lujack (No. 30) and is charging through a hole opened up by his blockers between his right guard and center. This play is often used when



When Notre Dame opens its football season next week it will again have the most formidable array of bruisers in the nation. This year's squad has about 100 men, most of them big, fast and tough. Notre Dame's starting line averages 210 pounds, and its ball-carrying candidates are so good that the average spectator will have difficulty distinguishing the first-string backfield from the third. Notre Dame also has two all-American players: Johnny Lujack, who is potentially the best quarterback in the country, and Captain George Connor, who is potentially the best lineman. On Notre Dame's bench are at least a dozen substitutes who would be stars at almost any other college.

To the Notre Dame fan all this is exactly as it should be. Through the years, in the eras of "The Gipper," "The Four Horsemen" and Knute Rockne, Notre Dame has become the American football institution. Thousands of people who have never been near the campus at South Bend, Ind. fondly attach themselves to Notre Dame, listen to every game they cannot attend and appoint themselves unofficial talent scouts every time they see a kid catch a pass. This season, when the annual charges of commercialism are

leveled at U.S. college football, Notre Dame should get off easily. The reason is simple. In its 58 years of football Notre Dame has only had two seasons in which it lost more games than it won. High-school stars need little urging to try out for a team with a record like that.

Besides its talent and its record, Notre Dame has the coach who is college football's most profound scholar and technician. Hard-eyed, soft-voiced Frank Leahy played on one of the greatest Notre Dame teams that Knute Rockne ever coached. Leahy has been Notre Dame's coach for four years, during which time he has lost only three games. An uncompromising and tireless perfectionist, he will chide a player for as little as pointing his feet in the wrong direction. When a man commits the major crime of missing a block, Coach Leahy sometimes loses his Irish temper, but even then his strongest language is "Oh my!" Using six assistant coaches, and directing scrimmages from a wooden tower (*left*), he puts his squad through practice sessions that are ferocious (*below*). Notre Dame's nine-game intersectional schedule is the most difficult in the country, but one bruised and winded member of this year's squad complains that "The toughest games on our schedule are the ones we play on Wednesdays."



Notre Dame has possession of ball near opposing team's goal line. Notre Dame always uses a balanced line, and the quarterback handles the ball on every play. Blocking

opposing player No. 84 is Center George Strohmeyer (facing camera), a probable all-American this season. In last 27 years Notre Dame has had 30 all-American players.





**WATCHING PRACTICE**, two Notre Dame priests indulge in a faculty pastime. Attending the workout on Cartier Field are the Rev. Eugene Burke (*left*), professor

of religion, and the Rev. Francis Cavanaugh, dean of the College of Arts and Letters and brother of university president. Notre Dame was founded by French priests in 1842.





**BACKFIELD MEN** run through these roped squares on second day of practice to strengthen legs and develop high knee action. Rope maze is part of obstacle course

designed by Assistant Coach Earley, who got ideas from Army training. Coach Leahy (in baseball cap) watches Fullback John ("Pep") Panelli, the squad's best high-stepper.



**COACH DEMONSTRATES.** Joe McArdle, Leahy's assistant, shows how to throw a block. The idea is to check defensive player and move downfield to block again.



**COACH CRITICIZES.** McArdle roars at blockers, "When you've got him, drive! Don't have pity on him. Drive! Drive! Drive!" McArdle is a former Fordham star.





**HALFBACK** Coy McGee advanced to varsity from B squad in middle of last season, scored twice in last game.



**FULLBACK** John Panelli is 20, weighs 190 pounds. A junior, he plans to study law, will also play pro football.



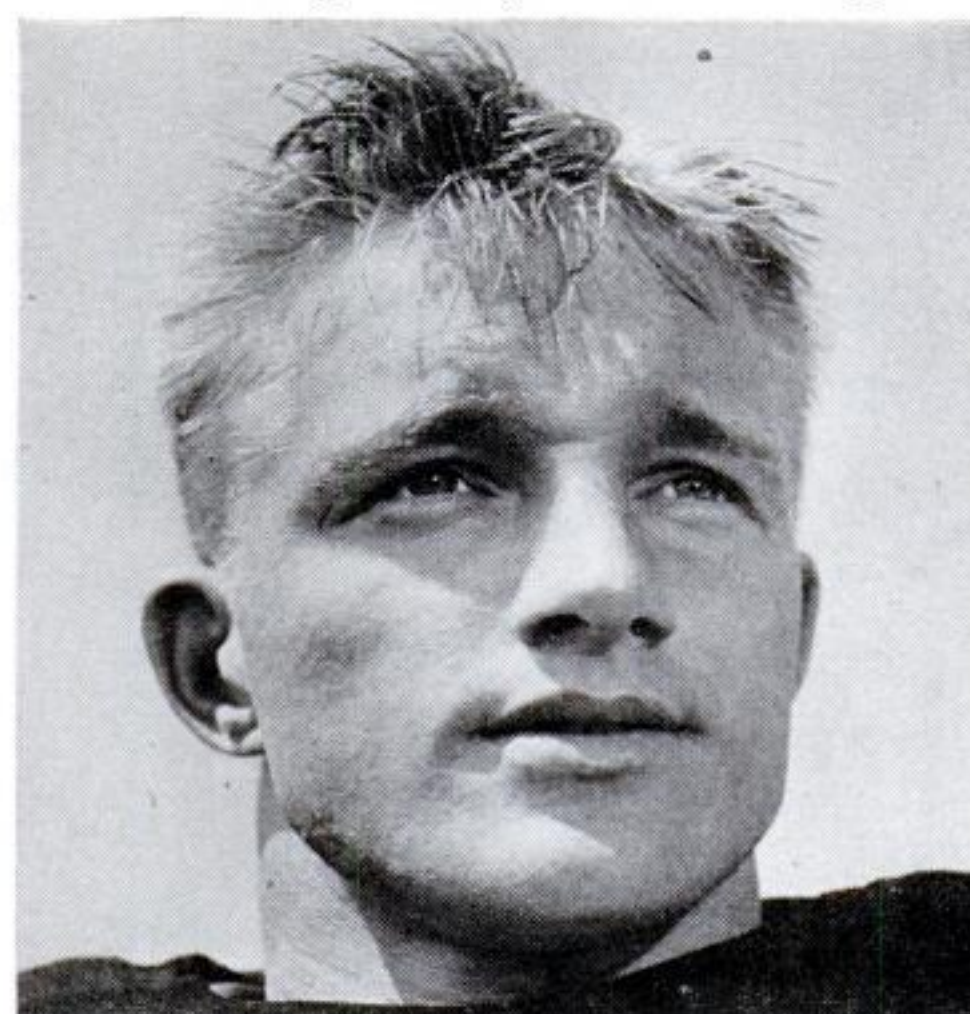
**HALFBACK** Terry Brennan weighs 165 pounds, tied for team's scoring leadership in 1946 with 36 points.



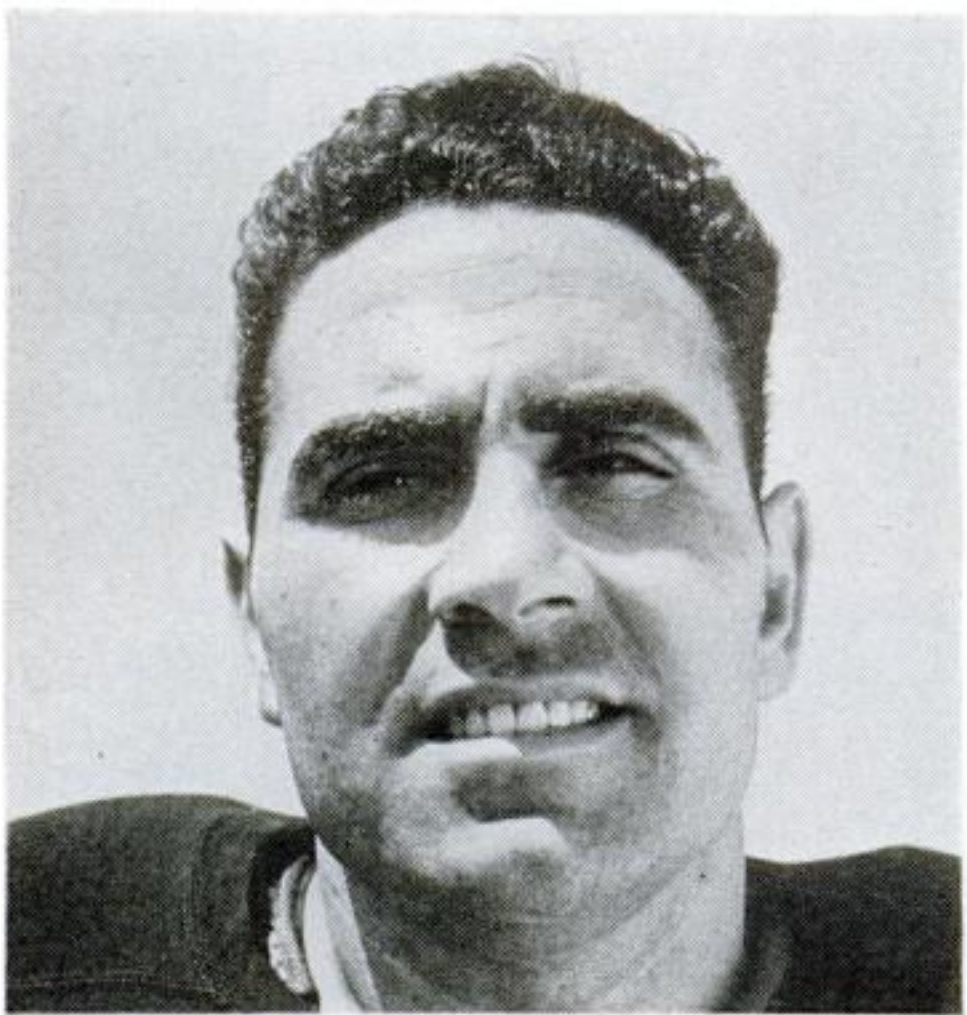
**RIGHT END** Leon Hart, one of team's best-built players, is 18, weighs 225 pounds and is 6 feet 4 inches tall.



**CENTER** George Strohmeier, on many all-American teams in 1946, won 24 sports awards in high school.



**LEFT END** James Martin, an ex-marine, received citation for preinvasion reconnaissance work on Tinian.



**GUARD** Joe Signaigo played on Notre Dame's national-championship team of 1943, will play professional ball.



**TACKLE** George Sullivan is 21, weighs 205, will get fourth Notre Dame letter this year, then become pro.



**GUARD** William Fischer weighs 230 pounds, is one of the best defensive guards Notre Dame has had in years.

## THE FIRST OF SEVEN FIRST TEAMS

When Notre Dame opens its 59th football season against Pittsburgh next week, the nine players pictured on this page, along with Quarterback Johnny Lujack (*cover*) and Captain George Connor (*opposite*), could comprise Coach Frank Leahy's starting line-up. All of them have won letters at Notre Dame. Nine of them captained their high-school teams. Connor, a 3-pound incubator baby at birth who grew into a 220-pound tackle, played two years of varsity football at Holy Cross. Lujack and Signaigo played on the Notre Dame team of 1943, which won the national championship. Seven are war veterans

and more than half of them will play professional football after graduation.

At almost any other school in the U.S. these men would start the season. But Coach Leahy doesn't have to use them. His varsity numbers nearly seven teams and the B squad adds up to about three. This manpower, coupled with Leahy's coaching, makes Notre Dame the favorite to smack down each successive opponent. But prospective victims will have the consolation of knowing that before each game Leahy's first team will huddle on the sidelines and pray that no one on either side gets hurt. Of course it will also pray for victory.



TEAM CAPTAIN CONNOR HURLS  
HIS 220 POUNDS OF BONE AND  
MUSCLE AT A TACKLING DUMMY







De Luxe:  
*specially  
elegant...  
uncommon.*

WEBSTER

**WALKER'S DE LUXE** *is a straight Bourbon whiskey, 6 years old;  
elegant in taste, uncommonly good—a Hiram Walker whiskey.*





FROTH DRIPPING FROM HIS PROUD MUZZLE, 1,700-POUND ANKONY BARDELL, BIGGEST BLACK ANGUS BULL IN THE ALLAN RYAN HERD, STANDS FETLOCK-DEEP IN CLOVER

## BLACK ANGUS CATTLE SHOW

Gentleman-farmer Allan Ryan puts his prize bovines on display for his Dutchess County, N.Y. neighbors

Besides being a fine source of steaks the huge black brute shown above is by way of being a social equalizer. At a recent Black Angus cattle show held on the Ankony farm-estate of Allan A. Ryan, Jr. (right) at Rhinebeck, N.Y., gentlemen-farmers of high social distinction and hard-boot breeders rubbed elbows in common admiration of the bull and his mates. People like James Van Alen, brother of the former Princess Mdivani, and Laura Delano, the late President's cousin, viewed hindquarters with as much interest as the neighboring stockmen. After an afternoon of judging and demonstrations everybody retired to a barbecue pit where a professor of beef cattle from Cornell served up steaks. Back in their well-kept stalls the broad-hipped bulls, their social activities over with, munched on a well-deserved hay supper.

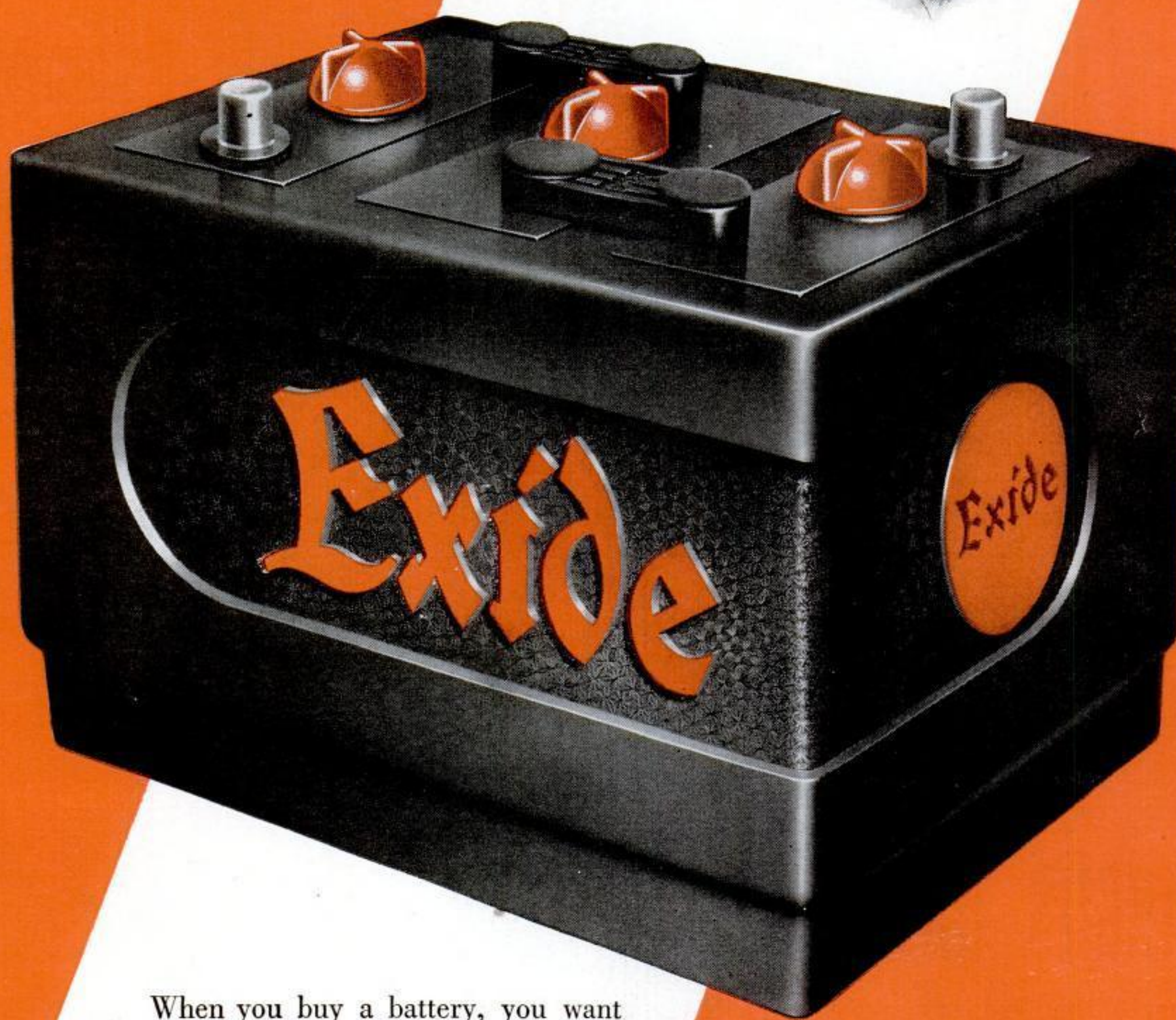


**ALLAN RYAN** proudly displays 2-year-old Ankony Bardell, which is called a "senior yearling." Mr. Ryan is a grandson of the late industrial tycoon Thomas Fortune Ryan.





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When you buy a battery, you want to be sure it will start your car . . . today, tomorrow, this winter.

You might be tempted to get a cheaper battery, hoping it will last as long as you keep your car. But remember—*just one starting failure* can be far more costly than the little extra you pay for an Exide Battery that you know you can depend upon.

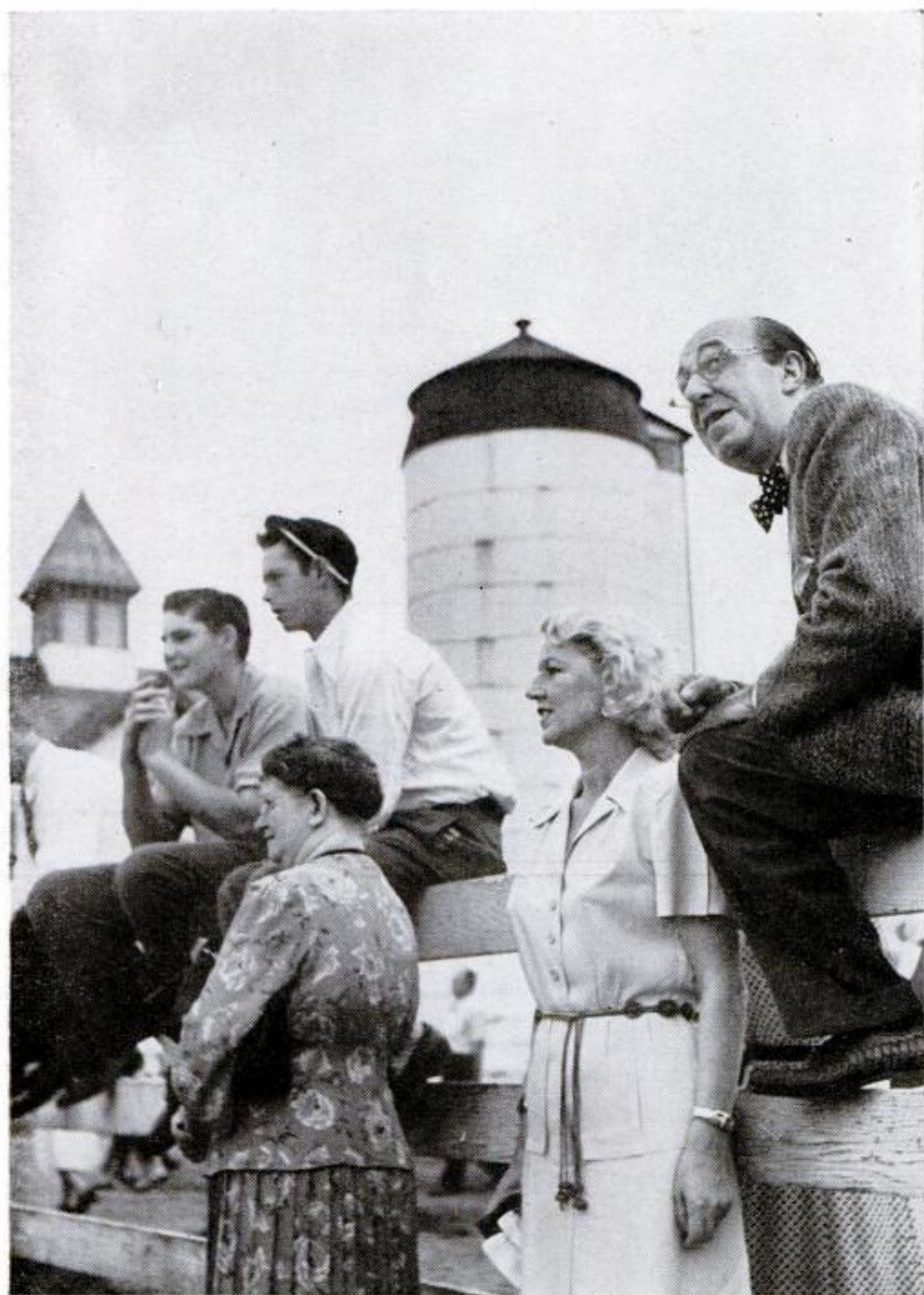
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**SPECTATORS** at the Angus show at Ankony farm, once owned by Vincent Astor, perch on the paddock fence. At right: Comedian Ed Wynn and his wife.



**RYAN'S ANGUS CATTLE** parade to the show ring. One of them cost him \$30,000. The Black Angus breed was introduced here from Scotland in 1873.

CONTINUED ON NEXT PAGE

*Baby's "good company" in the kitchen, but...*



Set him

**ALWAYS**  
from the stove

**CAUTIONS THE NATIONAL SAFETY COUNCIL**

*Shiny pots and pans look so exciting to a baby. And small hands can reach out surprisingly far for gleaming utensils. You must remember that.*

*"To avoid scalds and burns, set his highchair as far as possible from stove and sink," advises the National Safety Council, which serves us all as a clearing house for safety information.*

We of Storkline are happy to give national circulation to the Council's advice because, for 30 years, it has been our business to produce better things for babies and mothers...

nicer, more convenient, *safer* things. In all the world, we are the largest manufacturer of infant and juvenile furniture and baby carriages.

Be sure to see the Storkline things at a local department, furniture or juvenile store. You'll love them.

**FREE**—We'll send you the National Safety Council's excellent leaflet of safety rules for Mothers. Address Storkline, Dept. B-5, Box 7570, Chicago 80, Illinois.

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THINKS OF EVERYTHING



● Baby can bounce around in this Storkline Carriage to his heart's content for a special safety device prevents tipping. And just the tap of your toe sets its brakes so firmly that they hold even on a hill. For convenience—it folds and unfolds like a fan.



● Teething "tikes" like to chew on things, so the top rails of many Storkline Cribs are covered their whole length with sanitary, chip-proof plastic! Many-way spring arrangements make them more convenient for you. Sides lock and lower at the touch of your toe.



Now you can wash your dishes in rich, activated foam with water from the revolutionary new Gopher Spring-Flo faucet. Here, ready to brighten your hours in the kitchen, is an engineered application of one of Nature's most spectacular phenomena... the *aeration* of falling water.

The dynamic combination of air with the water in the Gopher Spring-Flo faucet endows ordinary tap water with vital new properties not obtainable from conventional faucets. An incessant stream of busy little bubbles actually clings to your dishes and glassware, completely eliminating splash.

You need less soap to make richer, foamier suds. Rinsing is faster... drying is easier. Since the bubbles are so soft, the water is kinder to your hands. Put these bubbles to work in your kitchen. There's a new thrill in store for you when you install the Gopher Spring-Flo faucet.

**We took the *Splash* out of the faucet**  
... to *Lighten the Load in Your Kitchen!*



**BETTER FOR DRINKING, TOO!**

The Gopher Spring-Flo faucet makes your water taste better, too, since the aeration process helps carry away foreign tastes and odors which may be present in ordinary tap water.

The Gopher Spring-Flo faucet is specially designed for replacement installations. For further details on this dynamic new faucet write or wire for free booklet.

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**Cattle Show** CONTINUED



MRS. RYAN LIKES SETTERS BETTER THAN BULLS

# THE RYAN RELATIONS

It seems they are more than a little involved

Seeking to gather and verify a few ordinary facts about the handsome Mrs. Alan A. Ryan Jr. (above), hostess at the cattle show on the preceding pages, LIFE inquired about her relations from society photographer Jerome Zerbe, a guest at the party and an expert on such matters. From his answer we quote herewith:

Ready? Mrs. Ryan, who is called "Prune," is the former Priscilla St. George, daughter of Congresswoman Katherine St. George and George B. St. George of Tuxedo Park. Her grandmother is Mrs. Price Collier, the *grande dame* of Tuxedo and a sister of the late Mrs. James Roosevelt, the President's mother. Which makes Prune a cousin of young Franklin and his wife, the former Ethel du Pont, and of James Roosevelt, whose first wife, the former Betsey Cushing, now Mrs. John Hay Whitney, we will be meeting again.

Prune is the great-granddaughter of Financier George F. Baker. Prune's cousin George F. Baker Jr. is married to Frances Munn of the Philadelphia Munns of electric-rabbit fame. Another of Prune's cousins, Edith Baker, is the wife of John M. Schiff, of the banking family.

But back to Prune Ryan's grandmother, Mrs. Price Collier. She was the niece of Franklin Delano, for whom the late President was named, whose wife was Laura Astor, the great-aunt of Vincent Astor, the present head of the great real-estate fortune. Vincent has been married twice, the first time to socially impeccable Helen Huntington. She is now the wife of Lytle Hull and remains an intimate friend of Vincent and his second wife, lovely Mary Cushing, another of the three beautiful daughters of the late great brain surgeon, Harvey Cushing.

Another of the sisters is, as I've mentioned before, married to John Hay Whitney. His aunt was the Sculptress Gertrude Vanderbilt Whitney, founder of the Whitney Museum of Modern Art and at one time involved in what time has shown to be a lost cause, the upbringing of her young niece Gloria Vanderbilt. Gloria, daughter of Reginald Vanderbilt has already married twice. Her first was a Pat di Cicco of a Long Island broccoli family; her current is the temperamental musician Leopold Stokowski, whose first wife is now the Princess Zaltsem-Zallessky. The third of the Cushing sisters...

LIFE suggested that Mr. Zerbe get back to the Ryans.

All right. So much for Prune Ryan's relatives and connections by birth. She has been married twice. The first husband was Angier Biddle Duke, a great-nephew of James B. Duke, the tobacco tycoon. His cousin Doris Duke used to be the wife of James Cromwell, our onetime minister to Canada and the son of Mrs. E. T. Stotesbury of Philadelphia. His sister has been in succession Mrs. Douglas MacArthur (the MacArthur, of course), Mrs. Lionel Atwill and Mrs. Alf Heiberg. Angier Duke's mother, now Mrs. T. Markoe Robertson, was Cordelia Biddle, the sister of Anthony Joseph Drexel Biddle, whose first wife, Mary Duke Biddle, is the mother of Nicholas Biddle, who recently married Anne Bullitt, daughter of our former ambassador to France.

Please, said LIFE, back to Mrs. Ryan.

After Angier and Prune were divorced he married Margaret Screven Tuck, the divorced wife of Alexander Tuck, brother of S. Pinkney Tuck, our onetime minister to Cairo and later stationed in Argentina. We have now covered almost all leading capitals with Prune's diplomatic connections.

Prune's second marriage was to Allan A. Ryan Jr., onetime New York state senator. Allan is the grandson of the late Thomas Fortune Ryan and a first cousin of Clendenin Ryan Jr., who hit newspaper headlines some years ago when he sued his wife of a short time for annulment on the grounds of fraud. She returned to Europe and has married several times since. Clendenin Ryan's brother George was married to Diana Dodge (copper), daughter of Mrs. George Widener and the step-granddaughter of Perry Belmont. Mrs. Belmont's earlier marriage to Henry T. Sloane ended in a sensational divorce.

Allan has been married twice before. His first was the beautiful Janet Newbold, now the widow of William Rhinelander Stewart. His second wife, also beautiful, was Eleanor Barry, the daughter of the Herbert Barrys of Llewellyn Park, N.J.

All of which goes to prove that among New York's smart set, just as among pedigreed bulls, everyone seems to be related to everyone else.



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*Train of Tomorrow*



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Working America is proud of this engineering triumph built by America's foremost craftsmen. These men have turned soybeans into plastics, chemicals into richly colored paints, converted pig iron into steel...performed a variety of jobs that contributed to the "Train of Tomorrow." Yes, these men helped:

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BUY LEE WORK CLOTHES... AT LEADING STORES COAST TO COAST

**THERE'S A LEE FOR EVERY JOB!**

Jelt Denim Overalls... Union-Alls... Matched Shirts and Pants... Dungarees... Cowboy Pants

Men Who Work to Build America...

**Voted Lee the "6 to 1" Preference Over the Next Brand!**

In a National Survey by a prominent publishing company the questions were asked, "What brand of Overalls, Coveralls, Matched Shirts and Pants do you prefer?" Lee Overalls and Lee Matched Shirts and Pants led by a margin of "6 to 1" over the next brand. Lee Union-Alls led by a margin of "9 to 1" over the next brand.

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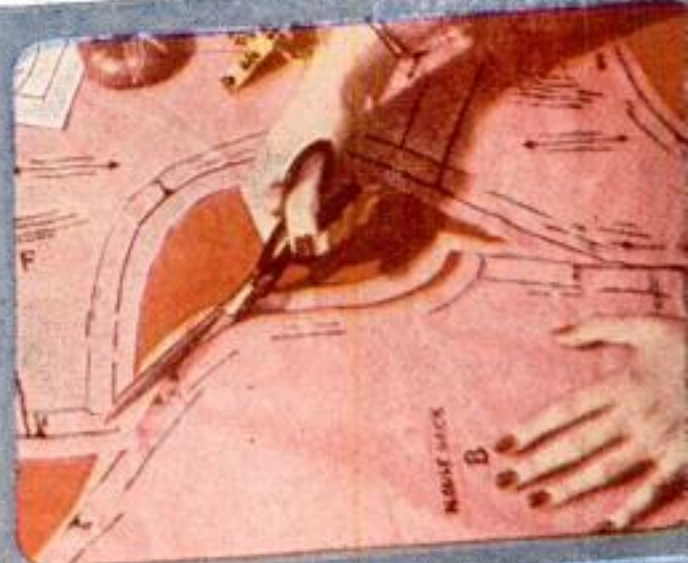
# Fashion



## SIMPLICITY GOES TO TOWN!

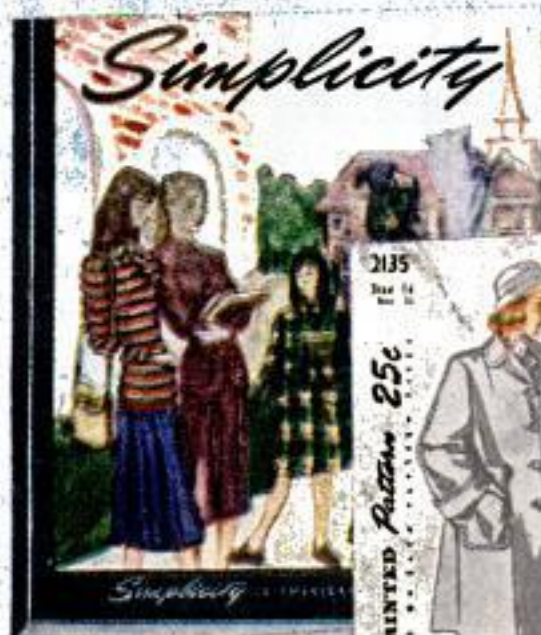
And the same two Simplicity Printed Patterns carry you from daytime to datetime. Your coat stays the same. You could dress it up with a fur hat and bag (what about using your old fur coat for the material?). Your dress stays the same.

But for glamorous evenings you make the jacket in striped lamé. Your budget stays low. Sew everything from Simplicity Printed Patterns and you'll save money, look smarter.



SEW WITH SIMPLICITY. IT'S EASIER, QUICKER.

Simplicity has a pattern for everything you and your family wear! See them all in the latest Simplicity Pattern Catalog at your favorite pattern counter



No. 2135—25¢  
Simplicity all-purpose coat  
with pattern for matching  
hood included. Hat and bag  
by Laddie Northridge.

15¢

20¢

25¢



# is what you make it...

## See what you can do with just Two Simplicity **PRINTED** Patterns



**SIMPLICITY GOES TO BUSINESS!**

Here's your daytime outfit: a definitely-easy-to-make greatcoat with a matching hood; a dress that goes everywhere with the greatest of style; a contrasting jacket to wear or not as whims and the weather strike you. Yet your career doesn't have to be sewing to make them! Simplicity Printed Patterns are as easy to follow as a primer, as certain to turn out happily as a love story.



**GIVES BETTER RESULTS**

**YOU'LL GO FOR SIMPLICITY!**

- Because each pattern piece is **PRINTED**, showing what it is, where it goes, how to adjust it, how to match it to its mate
- Because each pattern piece is **MARKED** with a printed cutting line and a printed stitching line
- Because each pattern piece is

EXPLAINED in a fully illustrated sewing guide that gives step-by-step instructions for putting your garment together

- And because no Simplicity pattern costs more than 25¢!

# Simplicity **PRINTED** Patterns

FEATURED EDITORIALY IN GOOD HOUSEKEEPING • HARPER'S BAZAAR  
PARENTS' MAGAZINE • CALLING ALL GIRLS



No. 2176-25¢  
Simplicity basic dress. Try twisting a chiffon scarf around your throat for drama. Separate jacket pattern included.



# How to keep furniture brighter... dusting lighter!



## New-type cream wax cleans as it polishes...leaves a hard, dry finish that's easy to dust

At last a furniture polish that gives a *lasting* luster... a luster that stays bright and shining clean for weeks!

Such an improvement, you'll agree, over ordinary polishes that leave an oily residue. Oil polishes soon get dull and smeary... actually attract dust and dirt.

Johnson's Cream Wax polishes with wax instead of oil. Its wax finish is so hard it protects against scratches... so dry that dust and dirt can't cling to it. An occasional once-over with a cloth keeps furniture glowing with sparkling-clean beauty.

And Johnson's Cream Wax is also a wonderful cleaner. As you apply it, two active cleansing ingredients remove every trace of fingerprints and grime.

Be sure to ask for Johnson's Cream Wax... the only creamy-white furniture polish that contains genuine Johnson's Wax.

### Cleans and polishes light surfaces...



White woodwork, refrigerators, all light-colored surfaces are easy to clean when you have a bottle of Johnson's Cream Wax handy! Apply a little Cream Wax... fingerprints and smudges completely disappear. Johnson's Cream Wax leaves a bright wax finish that protects against future dirt. So much better than soap and water and harsh cleansers that soon dull the finish.

Happiest show on your radio!  
Fibber McGee and Molly—Tuesday night—NBC



## Five Famous Johnson Polishes



Cream Wax, Paste Wax, Liquid Wax,  
Self-Polishing Glo-Coat, Carnu for cars





IN HIS OFFICE JUST BEFORE HE RETIRED IN 1945, "BUTCH" BLOWS A SMOKE RING AND PONDER'S THE HARD LIFE OF A MAYOR OF THE NATION'S BIGGEST CITY

## "BUTCH" LA GUARDIA DIES

Millions mourn the "Little Flower" who kept New York in an uproar but brought it honest government

Although Fiorello La Guardia hated burlesque shows and drove them from New York City, a lot of people thought he had really missed his vocation—he could have been the world's greatest burlesque comedian if he had not been so busy dramatizing good government. His black hair kept falling into his eyes in unruly waves. His eyebrows wigwagged up, down and sideways like frantic semaphores. His round face was pliant as rubber, registering delight, pain, rage, coyness, bravery, pity and several hundred expressions which defied classification. With no prop except a pair of horn-rimmed glasses, which he alternately wore, waved and used to scratch his ear, he could convert himself within an instant from statesman to Italian fruit peddler and back again. It was impossible to take a bad picture of him; he could make a production out of just blowing a smoke ring.

He stood all of 5 feet 3 inches and was as round as a ball; when he walked he waddled like a duck. He always wore a sombrero—black in the winter, tan in summer. He knew how to put on a show too. As a young Republican in Congress, representing the Italians and Jews of New York City's 14th district, he fought high prices by waving a lamb chop and a beef roast over his head. Later, when he got himself elected president of his city's Board of Aldermen, he huffed and puffed against Tammany until he nearly blew it down through sheer lung power.

The Jimmy Walker scandals and Tammany mismanagement let him walk into the mayoralty in 1934 at the head of a reform ticket combining Republicans, Socialists, Communists, bluestockings and laborites. There was never a dull moment at City Hall for the next 12 years. La Guardia

dashed off to fires, went out gunning with the police, wore out the secretaries who took his dictation, fought with reporters, fired his assistants one minute and rehired them the next. He took to the radio, with his shrill and high-pitched voice, to scold his burghers about gambling, to advise his housewives how to cook meals. In many ways he was like a petulant little boy who liked to show off and went into a rage when he failed to get his own way. But he got New York out of bankruptcy, built parks and playgrounds, drove out the grafters, built the cleanest government the city ever had.

Last week, in his second year of retirement, 64-year-old "Butch" La Guardia died and the whole town mourned, his enemies included. The doctors said he had a cancer, but there would always be a few to believe he died of sheer lack of excitement.

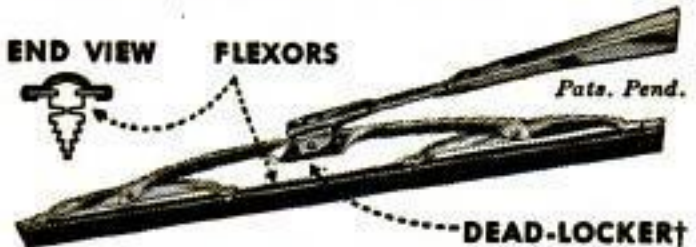


## AMAZE YOURSELF as our "guest"...with this CONTRASTING DEMONSTRATION on your own car



**CLEAR-FLEX CLEARS! OLD BLADE SMEARS?**  
Prove that your WINDSHIELD... like all others... has LOW SPOTS... hard to wipe clearly... using ANYTHING BUT the NEW...

### ANCO<sup>†</sup> CLEAR-FLEX<sup>‡</sup> WINDSHIELD WIPER BLADE



**END VIEW FLEXORS**  
**DEAD-LOCKER<sup>†</sup>**  
**CAN'T FALL OFF—CAN'T BLOW OFF**

#### FLEXES TO CLEAR THE LOW SPOTS

Know CLEAR-FLEX... the first Wiper Blade to conform fully to all windshield surface irregularities. Even wipes uniformly all types of curved windshields. Keeps clear those annoying hard-to-reach low spots common to all FLAT windshield glass. Clears quickly... WITHOUT HELP... blinding road muck... slapped against your windshield... from sloppy pavements... by passing cars. CLEAR-FLEX already has engineering approval for original equipment on coming models of high-grade cars.

#### COSTS LESS TO USE

CLEAR-FLEX ECONOMY REFILLS quickly MAKE LIKE NEW... at your gas pump... when rubber finally becomes worn or damaged. Holder OUTLASTS your CAR.

#### YOU WIN THIS WAY

Simply ask your good gas-pump man... next time you buy gas... to install for you... quickly... out on the driver's half of your windshield... one ANCO Clear-Flex Wiper Blade.\* Deposit with him only the regular price... printed on its box. Keep your old Blade... if you like.

#### THE CONTRAST TELLS

Leave untouched the used Blade and Arm on your OTHER wiper shaft... until you compare it with CLEAR-FLEX performance... in the next storm! You are delightfully amazed... by CLEAR-FLEX. Eye-strain... jangled nerves... FILM FATIGUE... GONE! You enjoy at last the relaxed comfort... and added safety... of crystal-clear driving vision.

#### YOUR MONEY BACK QUICKLY —IF YOU'LL TAKE IT!

If you then are willing to part with your ANCO Clear-Flex Blade... the dealer who put it on for you is authorized by us to remove it... put back your old Blade... and refund pleasantly every cent you deposited for CLEAR-FLEX. We protect him in that. Show him this ad. You risk no money. Get yours today. Try it. Then make it a PAIR. May save you a costly smashup!

#### ANCO DEAD-LOCKER



#### WIPER ARM

\*—Use CLEAR-FLEX Blade ONLY with the sturdy ANCO Dead-Locker Arm... already on millions of cars. ANCO Arm fits quickly any wiper shaft. Suits any good wiper motor. Holds Blade true... at correct pressure. If not now on your car, ask serviceman to install a PAIR quickly for you. More than 250,000 good gas stations and service stores sell ANCO BETTER Blades and Arms.

Made by the makers of long-famous ANCO RAIN-MASTER<sup>†</sup> Blades and Arms... original equipment for years on DeLuxe models of high-grade cars. Your dealer knows ANCO.

<sup>†</sup>Trade Mark Reg. U. S. Pat. Off.  
<sup>‡</sup>Trade Mark of—The Anderson Company

Quality Protected Under Fair Trade Laws  
ANCO Patented Products—Patents Make Jobs

THE ANDERSON COMPANY  
Established 1918  
GARY, INDIANA



**SCHOOLBOY** La Guardia poses at 1895 graduation with cornet. Son of a handmaster, he was born in New York.



**BOY REPORTER** La Guardia, at 16, takes notes before tent of soldiers leaving for Spanish-American War.



**BOMBER PILOT** La Guardia, a major, led a World War I squadron in Italy. He was injured in plane crash.



**ALDERMAN** La Guardia becomes president of New York Board in 1919. Here started his fight with Tammany.



**ANTI-PROHIBITIONIST** La Guardia tries to get arrested by spiking near beer in a drugstore with malt extract containing 4.12% alcohol. In same period, just as Prohibition went into effect, he also made home brew in show windows.

## How easy...to have Odorless Freshness



Sani-Flush takes care of one chore faster, surer, easier. You just sprinkle it. And real, odorless freshness is achieved because Sani-Flush cleans and disinfects the toilet bowl thoroughly. It works chemically. Germ-laden stains and film are removed. There's no work... no messy scrubbing.

Won't harm septic tank action. Good in hard or soft water. Sold everywhere. Two handy sizes.

### Sani-Flush

USE IT  
REGULARLY



#### IF YOU HAVE A SEPTIC TANK

You'll be interested in a free, scientific report that proves Sani-Flush will not injure septic tanks or hinder their action when used to clean toilet bowls. Address The Hygienic Products Co., Dept. 217, Canton 2, Ohio.

26,000,000 Americans now read LIFE every week.\* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

\*Source: Continuing Study of Magazine Audiences, Report #9

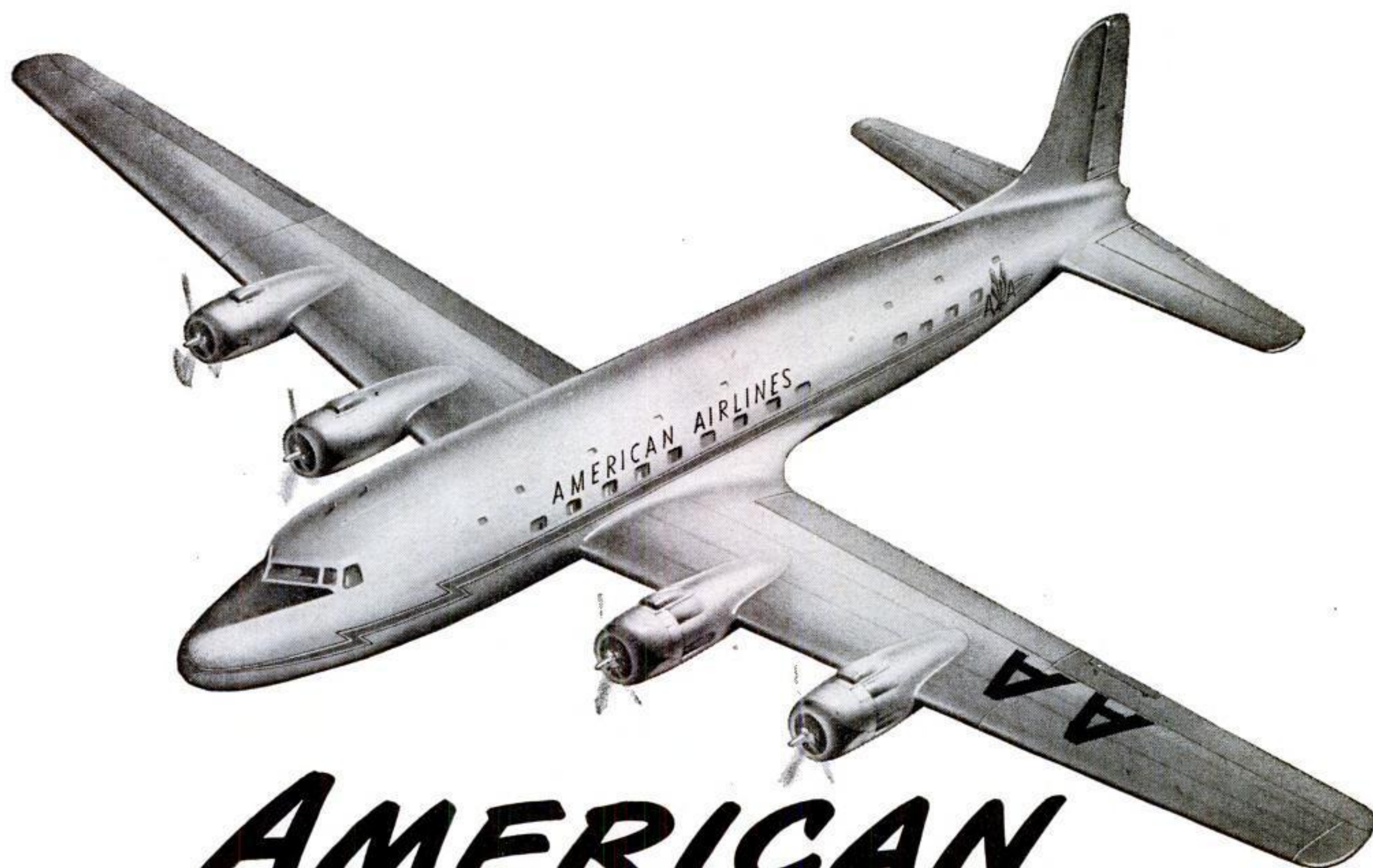


Use the  
Manicure Implements  
PREFERRED  
BY PROFESSIONALS

La Cross  
Toe-Nail Nippers—  
Finest cutlery steel,  
precision ground. Keen  
cutting, spring action. \$3.00

La Cross  
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# AMERICAN LEADS THE WAY IN EXPERIENCE

## IN PASSENGERS CARRIED

For ten years, American has led all domestic airlines in total passengers carried!

## IN PASSENGER MILES FLOWN

American has led all domestic airlines since 1937 in number of passenger miles flown!

## IN DC-6 SERVICE

American—first with regular DC-6 service—has the greatest number of DC-6 aircraft in operation!

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American leads all domestic airlines in number of airliners in service!

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American's engineering staff—employing the finest research facilities—is unsurpassed in technical skill and knowledge!

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American exceeds the rigid requirements of the Civil Aeronautics Administration in its testing and inspection of aircraft and equipment!

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American was the first airline to operate Airfreight service!

## ...AND, FOR THE FUTURE

...for continued leadership, American has on order more DC-6 and Convair transports than any other airline!

## The Finest Flagship of Them All!

### AMERICAN'S FIVE STAR



**SPEED!** More than 300 miles per hour—on only 65% of the available horsepower of its four powerful, Pratt & Whitney engines!... Unmatched climbing rate, 1500 feet per minute, brings it swiftly to high altitudes at which maximum speed and travel comfort can be enjoyed.

**COMFORT!** An entirely new experience in fatigue-free flight!... Automatic and complete air conditioning and pressure control... soft, roomy seats... and a host of other features—plus American's unsurpassed personalized service!

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# AMERICAN AIRLINES



For a winning beginning...

Step forth  
with Seaforth!



Discover the rich, bristle-wilting lather of Seaforth Shaving Soap...the cool, heather-fresh tingle of Seaforth Lotion. Here's the start that gets a man ahead! Try it! Other Seaforth essentials: Men's Talc, Liquid Deodorant, Hairdressing Cologne, Hand Soap, Liquid Shaving Soap, \$1. Brushless Shave Cream, 60¢. Handsome gift sets, \$2 to \$7. Seaforth, 10 Rockefeller Plaza, New York 20.

## A Step to Cushioned Comfort — Airfilm Shoes by Crosby Square

Yes, cushioned — and insulated. A honeycombed layer of air cells between the insole and outsole not only protects your feet against pavement-pounding, but actually insulates against winter cold and dampness. This springy Airfilm material — an exclusive Crosby Square feature — is 61% air, so you really "walk on air." ... Enjoy cushioned comfort. See the handsome Airfilm styles your Crosby Square dealer offers. *The House of Crosby Square, Division of Mid-States Shoe Co., Milwaukee, Wis.*

"Airfilm" is a registered trade mark of Airfilm Corporation.

The Winfield 63



\*Airfilm Shoes available at medium prices. Pre-Flex and Authentic Fashion grades, somewhat less.

## La Guardia CONTINUED



**HELPING THE COPS** in 1943, Mayor La Guardia braces himself grimly against a police station railing as he works all night to put down a Harlem disorder. He is shown here with two firemen who had also answered the riot call.



**READING THE COMICS** over New York's municipal radio station during newspaper strike in 1945, La Guardia provides some of the best mugging ever recorded by a candid camera. He was much funnier than the cartoons.



**LEAVING A FIRE** in drenched raincoat and helmet, Fire Buff La Guardia appears in his favorite role. In this case he had entered a burning building, at considerable risk, to make sure of rescue of a fireman pinned by a fallen beam.





"No wonder it made Milwaukee famous!"

Opening a bottle of Schlitz is like opening a familiar and well-loved book. You know it holds enjoyment you can depend upon...that each and every time you'll find the same touch of genius...the same quality of greatness. Through the story of this fine beer runs the classic theme of ideals upheld for almost a hundred years... the historic background for that matchless flavor which makes men say, "No wonder it made Milwaukee famous!"

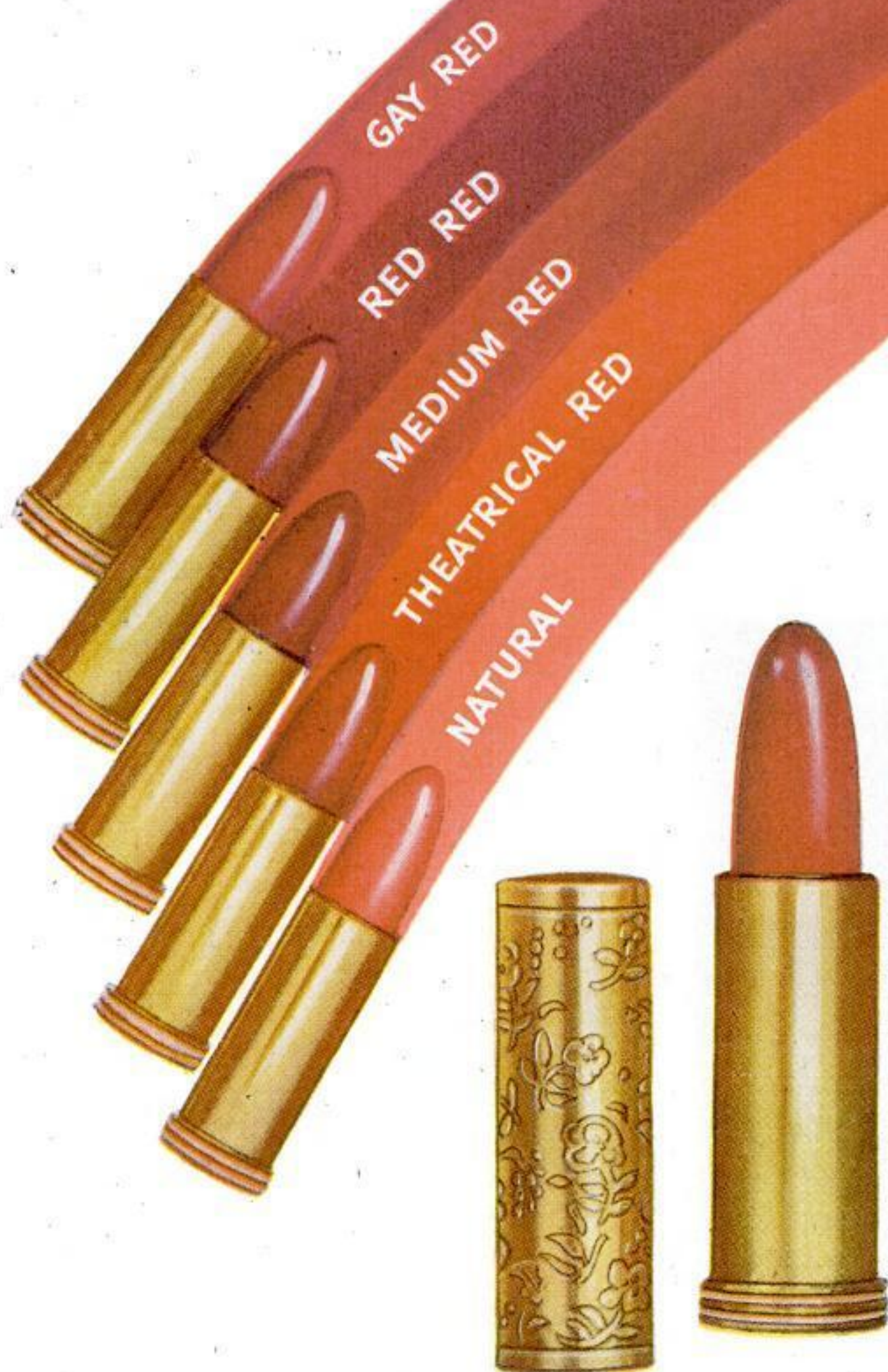
Copyright 1947, Jos. Schlitz Brewing Co., Milwaukee, Wis.



The Beer that made Milwaukee Famous



# WHY is TANGEE...



**MARSHA HUNT...**

*dramatically beautiful young star  
of many recent successes says —  
"Red Majesty dramatizes my lips!"*

**Make your next lipstick Tangee RED MAJESTY, Marsha Hunt's  
favorite and Tangee's newest hit shade.**

# Red Majesty

**NEWEST HIT SHADE BY**



# ...the World's No. 1 LIPSTICK...

**...Because TANGEE  
goes on easier...  
stays on longer**

More women have used **TANGEE** than any other lipstick in the world. Yes, all round the glamour loving globe, lovely ladies choose this famous aid to beauty. They do so for two simple yet highly important reasons: **TANGEE goes on easier! TANGEE stays on longer!**

This, of course, is due to **TANGEE's** Satin-Finish and to **TANGEE's** own *secret—exclusive* formula.

And now you can enjoy these unique **TANGEE** qualities in a whole glorious rainbow of colors. They include the *new* daringly dramatic **RED MAJESTY**... chic choice of Hollywood's thrillingly lovely Marsha Hunt.

So, why not join the alluring Marsha, and all the other beautiful ladies of Hollywood—why not join the best dressed, the most attractive women of the world and glamourize yourself with **TANGEE**—the world's No. 1 lipstick *regardless of price.*



CONSTANCE LUFT HUHN  
*Head of the House of Tangee and creator  
of the World's No. 1 Lipstick*

# Tangee

*Red Majesty  
Newest Tangee Shade*



**BACKYARD BANQUET... FAMILY STYLE!**

*"fresh up" with Seven-Up!*



**PLAN FUN AT HOME**

**BE A "FRESH UP" FAMILY!**

Gay as a youngster's merry laugh . . . tempting as the aroma of a charcoal barbecue—7-Up is the favorite in millions of American homes. From tots to granddads, crystal-clear 7-Up pleases the taste as it quenches thirst.

Be a "fresh up" family. As you all find fun in your work and play, enjoy wholesome 7-Up together. Order where you see the famous 7-Up signs.



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**YOU LIKE IT...IT LIKES YOU!**

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MEDELLIN'S BYZANTINE-GOTHIC GOVERNMENT PALACE IS REFLECTED IN SHINY GLASS DOORWAY OF FINE NEW HOTEL NUTIBARA. SPRUCE YOUNG DOORMAN IS A BACHELOR OF ARTS

# MEDELLIN

South American showplace is hailed as a "capitalist paradise"

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

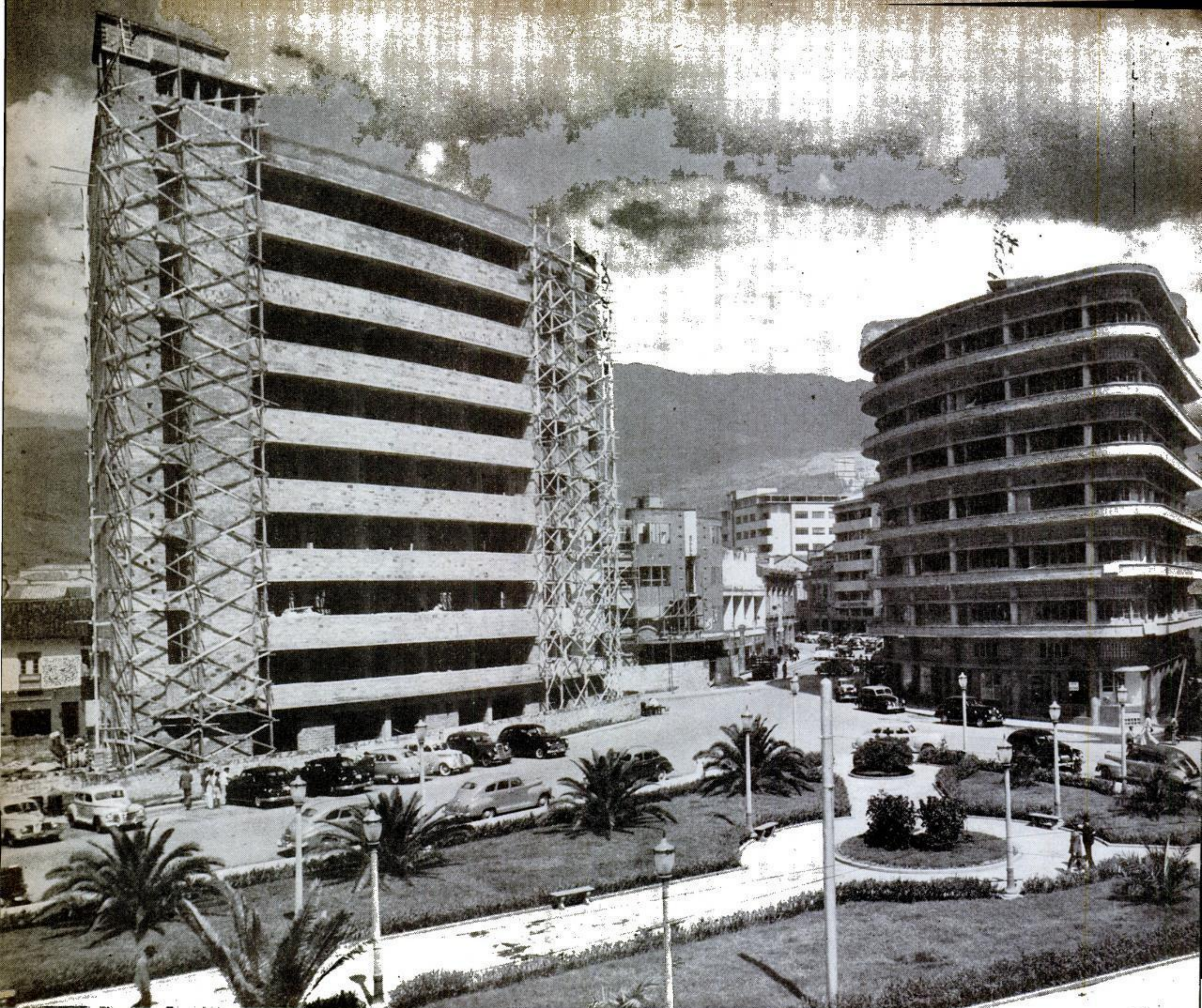
Medellín is the second largest city in the Republic of Colombia, which lies at the northwestern corner of South America where the Andes break into smaller ranges running down to Panama, the Caribbean and the Pacific (*map, next page*). Named after the birthplace of Conquistador Cortés, Medellín (pronounced may-de-yeen) was virtually unnoticed for three centuries. Then, in the last half of the 19th Century it came to life as Colombia's coffee

capital. Now, opened to the world by air transport, it has become the industrial center of the west coast of South America. Its "discoverers" hail it as a sort of capitalist paradise.

To back up such a claim they point out that nearly everybody in Medellín makes good money and lives well. Here, unlike many parts of the civilized world, it is still possible to run a small stake into a fortune. What began as a tiny backwoods settlement

of Basques and Sephardic Jews has grown into a remarkably handsome city. Descendants of the early pioneers, of whom 270,000 live in Medellín, now number 3 million and dominate Colombia in business and industry. Their hard work, love of money, dazzling business talents and universal prosperity have led observers (including all Medellínenses) to believe that if there is ever a "second conquest of South America" it will come from Medellín.





HALF-FINISHED OFFICE BUILDINGS LIKE THESE ON NUTIBARA SQUARE, WHICH WAS A SLUM AREA SIX YEARS AGO, ARE ONE OF MEDELLÍN'S HALLMARKS. LAST YEAR 1,457 BUILDING



**HIGH MOUNTAINS** give Medellín cheap power, a pleasant climate, beautiful scenery and lively citizens.

# NEW CITY ON OLD

## Medellín's modern look is five years old

The physical face of Medellín wears two expressions: a brisk modernity and an ancient piety. Its business buildings reflect recent boom times and are being done in the handsome South American modern style. These and other projects for broad new avenues, parks and workers' settlements are all part of an integrated city plan started five years ago under a special city department. The whole appearance of the city has now been changed, but it still retains and cherishes its hundreds of small crosses and wayside shrines, which are a heritage of the past and a measure of the people's strong and abiding religious faith.

The other major cities in Colombia offer Medellín little industrial competition. The port towns are inclined to be sleepy, and the capital, Bogotá, prides itself on its political and intellectual atmosphere ("Even the bootblacks in Bogotá are poets"), just

as Medellín boasts of its hardheaded business sense.

Colombians in general amuse themselves with jests about Medellín's feverish commerciality and thriftiness, but the Medellínenses keep right on going to bed early and working hard. They like to make money. In fact they like everybody to make money. Nowhere in South America is so little time wasted on a business deal. This sometimes results in jokes at Medellín's expense. There's the story, for instance, of a Medellín matron who got on a train with her maid and trousered son. When asked to pay full fare for the boy because he was wearing long pants, she argued if the fare was based on the matter of pants she should ride for half-price and her maid should ride free.

Far from being annoyed with this, the Medellínenses characteristically regard it as good publicity, like the old jokes in the U.S. about Ford cars.





PERMITS WERE ISSUED UNDER CITY REBUILDING PROGRAM



RELIGIOUS SYMBOLS DOMINATE MEDELLIN. THIS CROSS ON HILLSIDE OVERLOOKS CITY WHICH SHOWS IN THE BACKGROUND



**EARLY TO BED** is Medellín's motto. Despite its prosperity the city has no night life and moviegoers scurry home early. After dark most streets, like those above, are deserted.



**MODERN STORES** like Ley's (above) are pride of Medellín. A glorified "five-and-ten," it boasts that it sells hot dogs and Flit, just like U.S. stores, takes in some \$1,160 daily.





YOUNG MAYOR FERNANDEZ IS CONSERVATIVELY LIBERAL. OFFICE MURAL DEPICTS PHASE OF GOLD-MINING

## MEDELLIN CONTINUED



MOST CHILDREN GO TO CATHOLIC SCHOOLS; NOT NECESSARILY TO BECOME

# MAYOR AND

## They lead well-ordered and

Almost all the people of Medellín are devoutly Catholic and the city is remarkable, even in South America, for strict adherence to its social and moral codes. Two years ago the editor of a local newspaper caused an uproar by printing an advertisement in which a woman was pictured wearing a slip. He was called down by the archbishop and threatened with excommunication. It is now permitted to display female legs for stocking ads, but this is regarded as a bold concession to modernity.

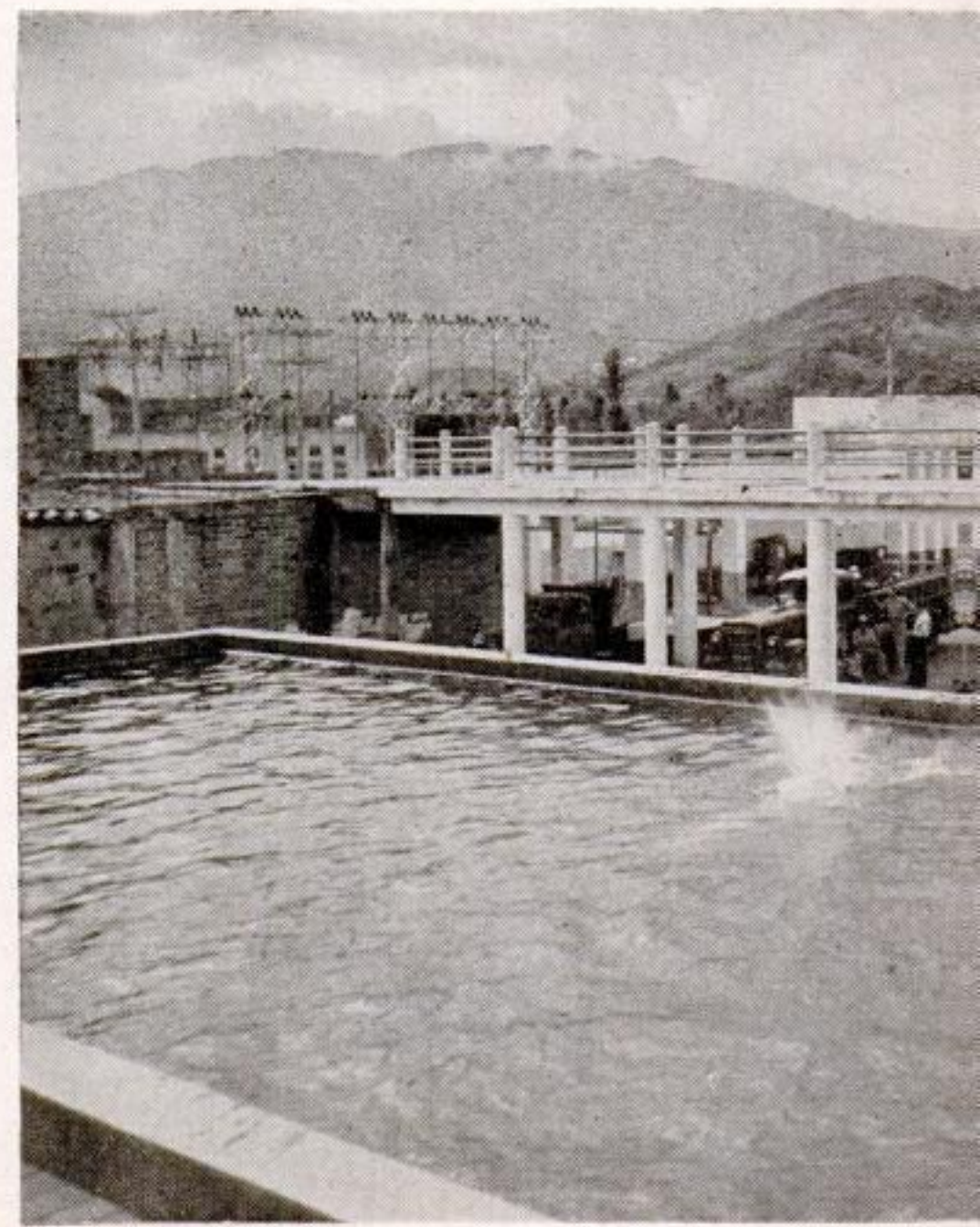
Formality, not fun, is the order of the day in Medellín. What little social gaiety and relaxation there is rarely occurs in mixed company. For the businessmen it usually means a drink at their clubs after the day's work, while for their wives it means a ses-



**COURTSHIP** in Medellín is pursued in the old-fashioned, remote-control manner. A balcony is an essential prop.



**BUSINESSMEN** usually relax at stag gatherings. Here in the Club Campestre they drink and enjoy a bit of music.



**FIREHOUSE POOL** provides healthful recreation for the firemen, who also have a cake, candy and soft-drinks





PRIESTS. CATHOLICS RUN VIRTUALLY ALL SCHOOLS, INCLUDING BEST ONES

# HIS PEOPLE

## extremely conservative lives

sion of bridge. No nice woman is ever seen on the streets after dark.

All this may seem a little hard on the younger folks, but they too have enjoyed recent concessions. Mixed bathing in swimming pools is now tolerated although not universally approved. Recently upper-class boys and girls have been allowed to go to Saturday-night dances at approved places—if heavily chaperoned.

Lower-class families have less opportunity to get similar concessions, and their social life is centered upon the home, the all-important unit in the city's life. All the classes, rich, middle class and poor, raise families that are large even by Latin standards. There are a great many couples who have from 10 to 15 children. In eight years the population has increased from 168,000 to 270,000.



LARGE FAMILIES LIKE RESTREPOS (ABOVE) ARE COMMON. THREE OF 12 CHILDREN WORK IN TEXTILE MILLS



bar in their firehouse. The city is proud of its civic projects and keeps the latest models of equipment in operation.



**FUN FOR LADIES**, who are great stay-at-homes, is usually limited in public to cards at the Club Campestre.



**FUN FOR FAMILY** is found in outings like this one in the Bosque, or public park, where there are soft drinks.





**HANDSOME FORMAL GARDENS** on the estate of Diego Echavarría, one of millionaire members of Medellín's most powerful and wealthy families, look down toward

the textile mills where the family fortune was made. This suburban area, with its large estates strung out along the Poblado road, closely resembles Philadelphia's Main Line.





CARLOS ECHAVARRIA, SHOWN WITH FAMILY, IS MEDELLIN'S NO. 1 INDUSTRIALIST

# THE RICH

**They live in gracious style,  
are intricately interrelated**

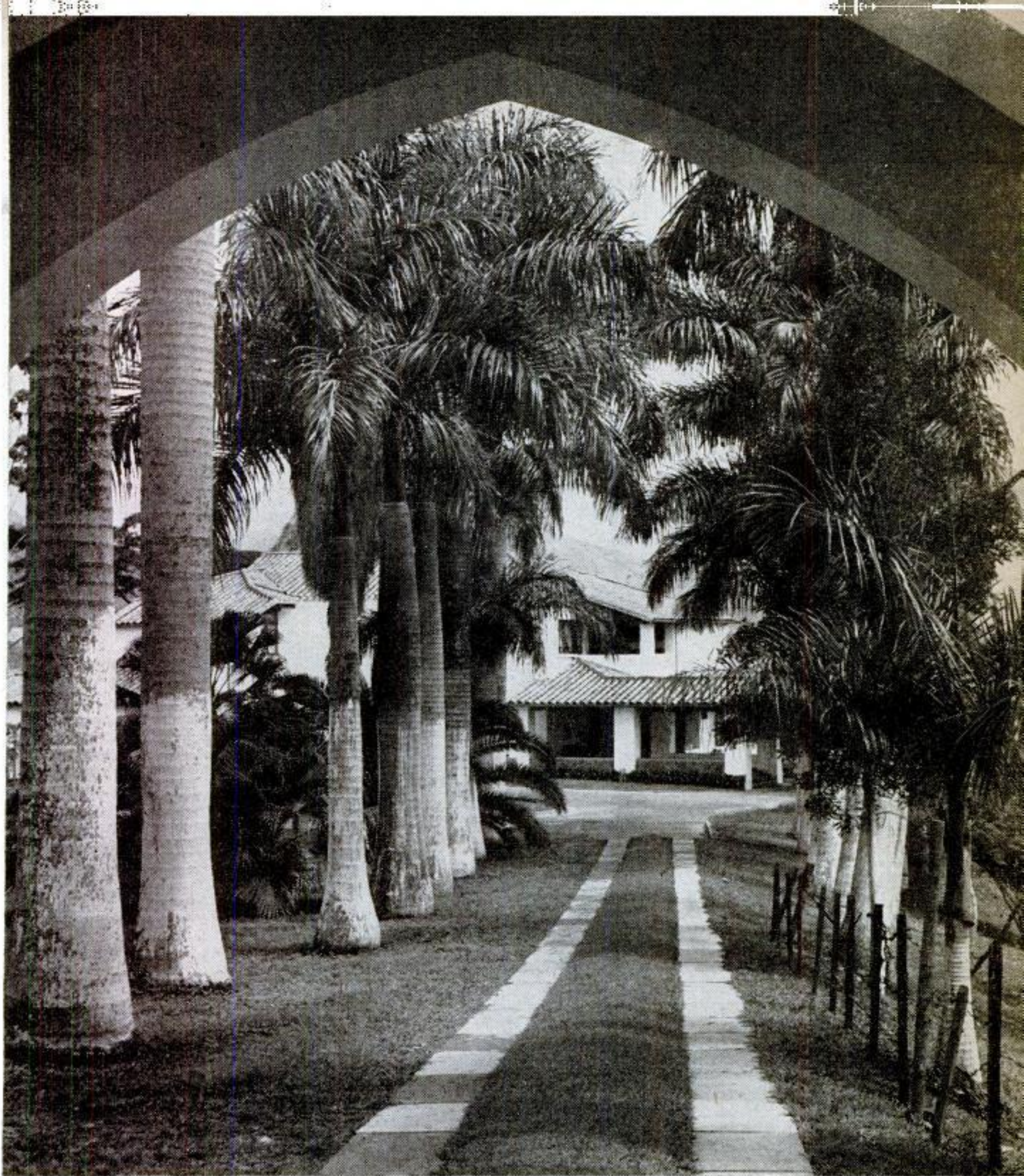
All the houses on this page are owned by members of the Echavarría family, which is split into rival business groups known as "thin Echavarrías" and "fat Echavarrías." Like members of the city's other ruling dynasties, their town houses are grouped together around Bolívar Square. But in the country the men of the various clans genially vie with each other in raising horses, cows, pigs, poultry, pigeons; the ladies compete over their orchids, which thrive well in this high, semi-tropical area.

The leaders in Medellín, like the textile tycoon Carlos Echavarría, are cosmopolitan, usually going to school in the U.S. He himself attended Columbia University in New York, where he played football. His elder daughter is enrolled in a convent at Tarrytown, N.Y. Even his dogs get around. The brindle boxer (above) is Madison Square Garden champion.



FELIPE ECHAVARRIA, DuPont agent and a nephew of Carlos Echavarría, owns home in suburbs where Medellín's leading families all maintain estates.

CONTINUED ON NEXT PAGE



**PALM-SHADED LANE** leads up to the tile-roofed country home (above) of Dr. Gustavo Uribe Escobar, who married into the Echavarría clan via sister of Carlos Echavarría. Below is a view of the castle home of Diego Echavarría, showing part of the formal gardens seen on opposite page.







COLTEJER TEXTILE MILL, ONE OF BIGGEST RUN BY ECHAVARRIAS, IS COLOMBIA-OWNED. IT MAKES BIG MONEY, USES LATEST EQUIPMENT, INCLUDING U.S. SPINDLES, IN SPIC-AND-SPAN BUILDINGS

# INDUSTRY

Textile boom stems from low air rates

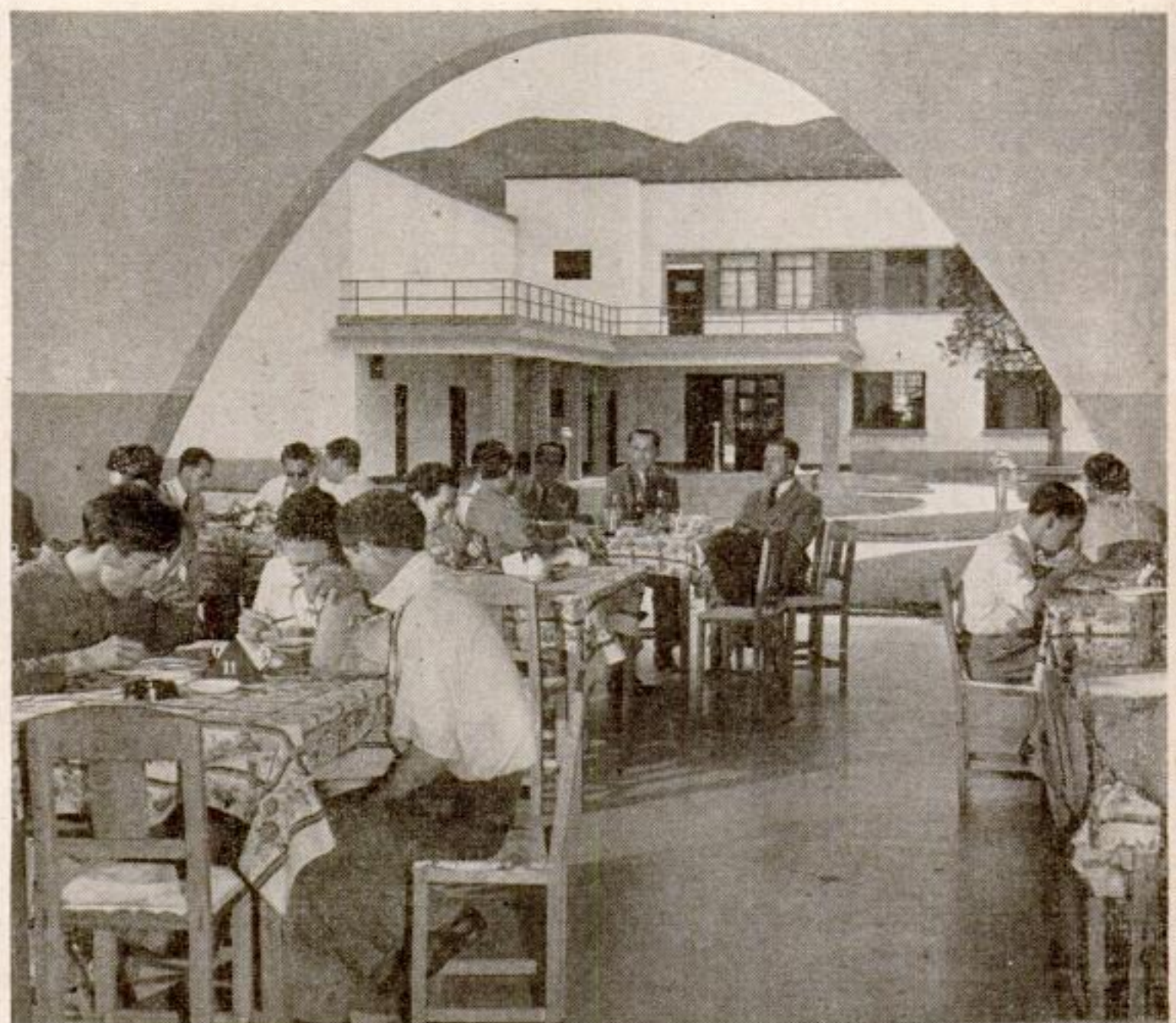
Until the advent of air transport Medellín was four days from sea by train and river boat. Planes, with extremely low freight rates, now bring raw materials, take away finished products and largely account for Medellín's new prosperity. Biggest industry is textiles. Of the major companies, Coltejer, part of whose operations are shown on this page, is capitalized at \$12,750,000, employs more than 8,000 workers.

Coltejer's workers, like thousands of others in

the city, are docile, well-trained and well cared for. The company offers bonuses, paid vacations, cheap housing, stock-investment plans, while at the same time paying high dividends and expanding plant facilities. Labor is thoroughly unionized, but the archbishop's social, health and welfare society, known as the Organización Católica Social Arquidiocesana, dominates the biggest of the city's two federations of unions. Wages are not high but jobs are secure.

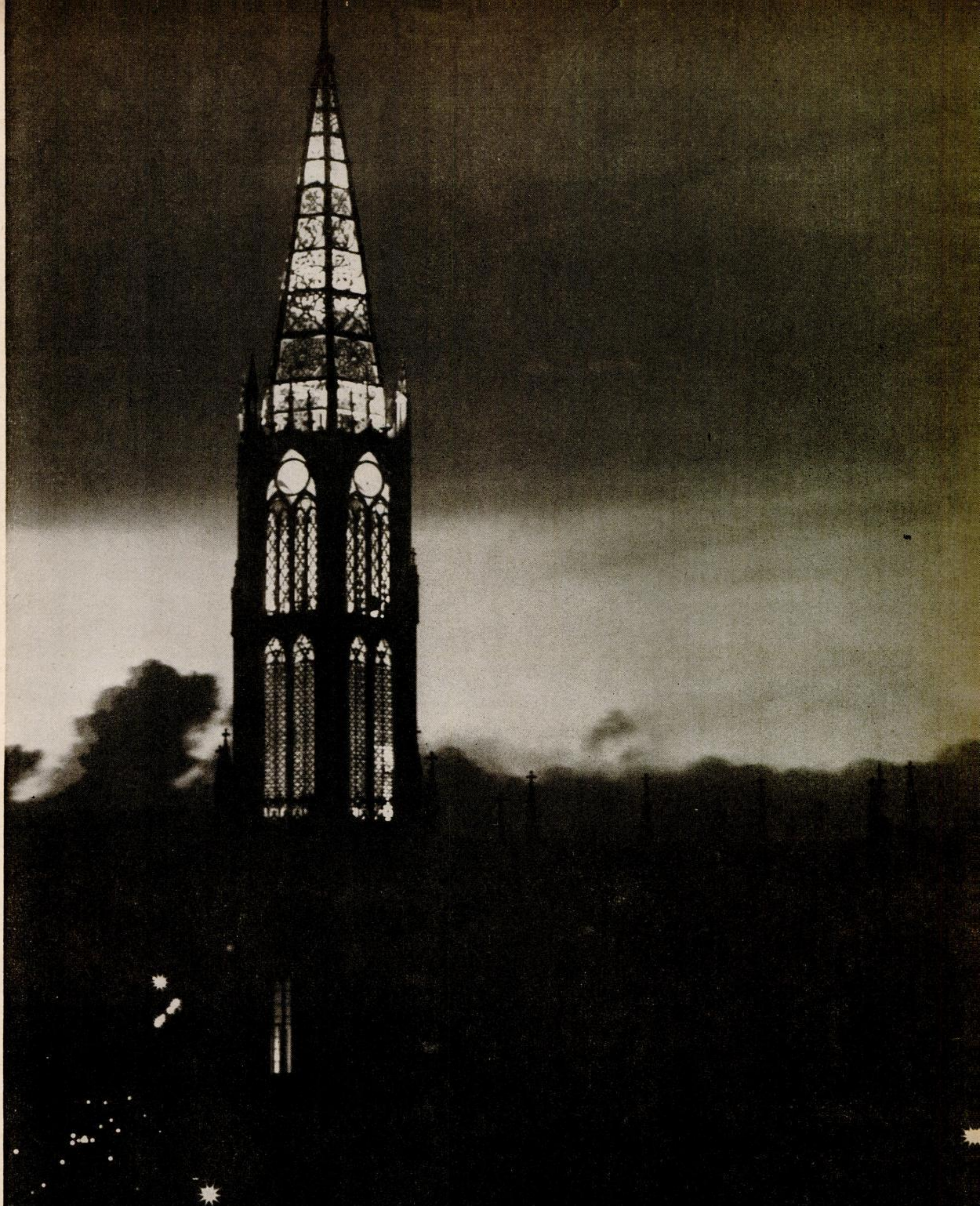


COTTON QUARTER-BALES are flown in from coastal ports, flown out again as cloth, dresses, hosiery. Medellín now wants the government to put in highway to the coast.



CHEAP MEALS of beans, rice and sausage are provided Coltejer workers. Boss Carlos Echavarría (seated at rear table) eats them too. Company also sponsors housing projects.





**THE LIGHTED TOWER OF MANRIQUE CHURCH SYMBOLIZES  
STRENGTH OF ANCIENT FAITH IN MODERN MEDELLIN**





You are fluid, you are a changing thing, you are never finished, you are always becoming. Get away from the thwarting idea that you must continue to be the way you are. *You* can change yourself!

# The two women who are YOU

**M**ANY WOMEN live constantly with a sense of self-realization missed. Yet any normal woman may achieve personal distinction. And the success that goes with it.

There exists within you, waiting to be used, a tremendous force that can transform your whole world. It grows out of the *close interrelation* between the inner you and the outer you, and the power of each to change the other. You know, for example, how a sense of well-being, of inner confidence can radiate from a woman who has lifted herself out of physical *nondescriptness . . . into distinction*.

This power of *outer* change to effect *inner* change has to do with the basic nature of a woman. As the generalized fears of the male have to do with the loss of *strength*, so, when a woman's *appearance* is even threatened it arouses in her the deepest anxiety.

But—every effort a woman makes toward realizing her *physical* possibilities strengthens her constructive impulses . . . those that reach toward new experience, love, friendship, achievement. And these same efforts tend to neutralize the destructive impulses—the feelings of self-doubt, loneliness, defeat.

## *They can make you over*

If you will resolve to work each day for self-realization, *your* whole world can change. You needn't feel dull and drab—always on the outskirts of life, never in the center. You *can* gain new power over yourself and your life. You can stand out as a personality, be vital, lovely, surrounded by people who love you, admire you.

The great *laws of beauty* haven't changed. They are: a strong, healthy *circulation* that will help keep you, year in and year out, almost outside of time! A balanced *diet*. *Cleanliness*. *Relaxation*—do you know that one of the chief causes for the look of age is tenseness?

Organize your day *now*—so that there's a time for each of these rejuvenating habits. Exercise. A

few minutes of conscious relaxation during the day. Plenty of sleep. Deep breathing while walking in the open. Plenty of water each day.

And for the face, the *You* that others see first, the living, moving screen on which plays the ever-changing drama of the wondrous life within you—practice the rites that follow. Your reward can be a face brought to a higher pitch, starry and fresh, happy, brightly alive.

You will find that if you will maintain these regular, thorough, careful renewal disciplines, it will affect your ability to organize your *whole* living and thinking.

Start today!

### A New Face Treatment

Your skin—like a window—has two sides. To clean *one side* only is *not enough*. Pond's, working with distinguished dermatologists, has studied the needs, behavior and possibilities of facial skin—and now brings you the special new "Outside-Inside" Face Treatment that *acts on both sides of your skin at once*. It "capsules" your face care into four quick beauty-



stimulating minutes that even the busiest of women can easily find time for.

**FROM THE OUTSIDE** the Pond's Cold Cream itself is working for you as you massage. This cleans your skin thoroughly. The fine, light, perfectly blended oils in Pond's have a satisfying way of softening, loosening and carrying off the day's surface dirt, make-up, dried-skin particles. These same light oils throw a protecting veil of softness over your skin.

**FROM THE INSIDE**—every step of this Pond's face treatment stimulates the circulation of your face to new beauty-giving activity. Tiny blood vessels are speeded up in their vital work of bringing in skin-cell food, and carrying away skin-cell waste. Your face looks softer, fresher, rose-tinted, *alive*.

### How to give your skin Pond's new "Outside-Inside" Face Treatment

Twice each day—better three times—give your face this new approach to skin health and beauty—

#### Hot Water Stimulation—

use face cloth—press it comfortably hot and wet against face to stimulate blood flow to skin.

#### Two Creamings—to "condition" skin—

1) *Cleanse* . . . coat face thick with Pond's Cold Cream. Work it over warm, damp skin in brisk circles—throat, too. Pond's thorough *demulcent* treatment sweeps dirt from pore openings. Tissue off.

2) *Rinse* . . . massage briskly with more Pond's Cold Cream to search out and rinse off last traces of dirt. Tissue off.

#### Cold Freshener Stimulation—

first splash with cold water—then pat on with moistened cotton the astringence of Pond's Freshener.

This "Outside-Inside" Pond's Face Treatment helps smooth away temporary lines of fatigue—wakes up lazy skin—leaves face toned and freshened.

Mrs. Anthony J. Drexel, III, says:

"The 'Outside-Inside' Face Treatment with Pond's helps my skin wonderfully—brings up better color, makes my face feel so soft and waked up."

Mrs. Ernest du Pont, Jr., says:

"I've never done anything for my face that has given me such good results as this 'Outside-Inside' Face Treatment of Pond's."

To help you look the woman you want to be—the world's most famous beauty aids.

### Is yours a "Special Skin"?

**DRY?** Give your skin the extra benefits of a very rich *lanolin* cream—Pond's Dry Skin Cream. Homogenized—to soak in better. Has a special emulsifier, for extra softening aid. Each night smooth it on over face and throat and leave on 5 to 15 minutes—or overnight for *very* dry skin.

**OILY?** Use Pond's Liquefying Cream for your "Outside-Inside" Face Treatment. Light textured cleansing cream, melts instantly, tissues off quickly.

**DULL? Darkened by Exposure?** Whenever your skin has been overexposed to wind and weather . . . looks rough and coarsened and darker than it should—a 1-Minute Mask with Pond's Vanishing Cream will restyle your complexion *quickly*. Spread the cream lavishly over your face—all but eyes. The "keratolytic" action of the cream loosens and dissolves off curling dead skin cells. After one full minute, tissue off clean. Results are immediate! Your face looks brighter, clearer . . . feels much softer. Make-up goes on with silky ease—and clings.

### And now your make-up!—

#### Pond's Angel Face

A sensational new make-up that's easier to apply—no water, no greasy fingertips. And it stays on longer than powder! A smoothing "cling" ingredient is pressure-fused into Angel Face. Makes it go on evenly—*stay on*. Not a cake make-up though . . . not drying, gives a softer look. Not greasy. (Angel Face can't spill in your handbag either!)

### Play with your face a bit, too!

Sit down in front of your mirror and try on some different faces! Be bold—try some experiments with

You can gain new power over yourself, be more vital, more lovely.

new dramatic make-up colors. Just for example . . .

. . . take two wonderful blue-pink lipsticks, Pond's "Lips" in Black Blaze and Heart Throb. With the darker shade, outline the curved lipline. Then smooth the lighter shade all over the lips. This highlights the sweet curve of your lips—makes them look *rounder*! Try other experiments in color—Pond's has eight "Lips" shades for you to play with.

. . . blend a little of your Pond's "Cheeks" up around the cheekbones and *over* the eyes—very youthifying, the "reflected glow" of rouge used this way.

There are fascinating new possibilities in your face. Find them!

### Charting a New Way of Living can be Fun!

It's easy to break an old habit and make a new one, if you follow certain definite steps.

**FIRST, IMAGINE** it! Picture yourself as you *want* to look. It's a wonderfully *freeing* exercise! That image of the New You is the first step of *action*.

**SECOND, PREPARE** for it *physically*. Make a little ceremony of ribboning back your hair . . . setting out your jars.

**THIRD, START** it! Today! Not tomorrow!

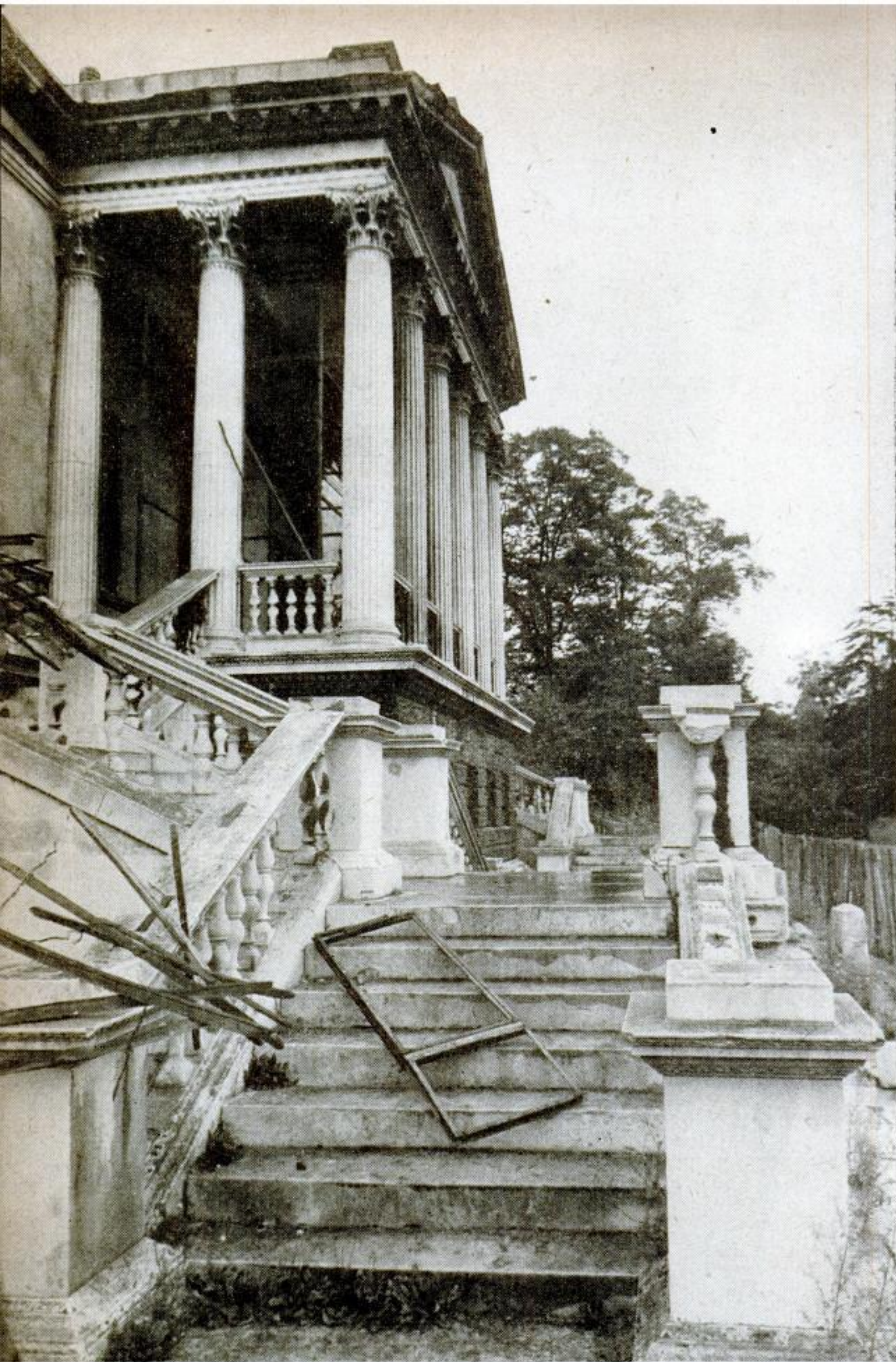
**FOURTH, PERSIST** in it! Don't miss a single day. Do everything the same way every day.

**FIFTH, SUCCESS!** Each time you complete your beauty work successfully, you get a glow of increased self-esteem that makes it easy for you to continue the good work!

**REMEMBER—the You that others see first is in your face. To develop the beauty of your own face is not vanity—it makes you a more worthwhile, distinctive person, brings the real You closer to other people.**







CHISWICK HOUSE, ONCE AN EARL'S MANOR, IS NOW FALLING APART



LONDON'S "RAINBOW CORNER" SIGN URGES BRITONS TO EMIGRATE

# BRITAIN'S DIM

Under a government of their own creation, British working people are

by JOHN DOS PASSOS



## THE AUTHOR

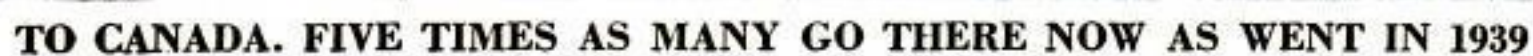
A strong advocate of social reform himself and one of the most honest and penetrating writers of our time, John Dos Passos is especially qualified to assess the human problems confronting socialist England today. This summer Dos Passos spent six weeks in England, talking to hundreds of men and women in all economic brackets. His wife Katharine, also a writer, accompanied him. They came home at the end of August to their harbor-side cottage at Provincetown, Mass. Two weeks ago, in a tragic motor accident, Mrs. Dos Passos was instantly killed and her husband lost his right eye. As this issue of LIFE went to press John Dos Passos was still in the hospital.

**A**T London airport we walk off the plane into the middle of an endless summer afternoon. After the motors' long vibration the dense air is startlingly quiet. In the distance the shadows are soft under the soft-green trees. A few rooks fly lazily, far away. Everything has a distant stagnant look.

We drive sleepily into London along broad thoroughfares where to eyes fresh from New York the traffic seems sparse and Sundaylike. In Hyde Park beneath trees that bulge with the weight of their watery green, men and women sprawl bare-armed. As far as you can see motionless groups of recumbent figures spread over the glaucous grass.

The great houses on Park Lane where the wealthy flourished in Edwardian days stare out with blank windows. Their owners have moved away for longer than the holidays. At first glance the Dorchester has the old look of quiet ostentation and expense, but except for a sprinkling of anxious faced sleek East Indians and their childlike women in silk Tanagra costumes, people look shabby and frayed. Gone are the wellheeled gentry with their air of having just come in from the huntingfield or the paddock and the assurance in the very knot of their Ascot ties that their sight drafts will be honored by the banker. Gone are the horsefaced gentlewomen in tiaras. Instead you see pallid officials with countenances blank from sitting out too many conferences, or the shark and remora shapes of the operators who skim a living off calamity, the buzzard features of the scavengers of sick economies.





gradually being strangled to death in a morass of poverty and ineptitude

In Westminster the red steel structure of the rebuilding House of Com-

At the corner of Hyde Park beside the Marble Arch under the immense





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**Hamm's**  
Smooth and  
Mellow Beer



**HYDE PARK**, the traditional debating ground for those advocating communism, socialism and anarchism, now has speakers who endorse free enterprise.

## BRITAIN CONTINUED

lavender twilight of 11 o'clock on an English summer's night the popular debating academy, which has somewhat the relation to Parliament that the curb market in New York used to have to the Stock Exchange, still fills the heavy London air with oratory. There the Commies and the dissident Socialists have their pulpits. A skinny evangelist leads his group in singing "Abide with me: fast falls the eventide; The darkness deepens . . ." "Question time hasn't arrived yet," barks a Socialist shaking off the Communist hecklers. At a reading desk marked *Poetry* an illfed student with a soft hat pulled down over his tortoiseshell glasses is reciting *The Hound of Heaven* and reciting it well. For the first time I remember we find a tired little fat Pickwick in glasses climbing upon a stool to defend private enterprise. He patiently explains to a hostile crowd that Socialism is leading them to starvation, slavery and ruin. "Not so farst, it's our government," roars a barebreasted navvy. "The best government England's ever 'ad," echoes a hollowcheeked man in a peaked cap. "I'm better off than I've ever been in my life," says a stocky fellow with a mat of blond hair like shredded wheat. Beside me a hatchet-faced young man in a frayed jacket shiny with grime and grease starts to blow his top. "'Ave a 'eart," he shouts. "Ah've seen the starvin' kiddies run barefoot down the streets to beg a bit of bread. Ah've seen too much of that, Ah've. That's 'ow ah grew up. Now there's the school lunch an' five bob a week for every child." He turned to me and grinned confidentially. "Under a Labor government it's a delight to get married."

## The miners won't put their backs into it

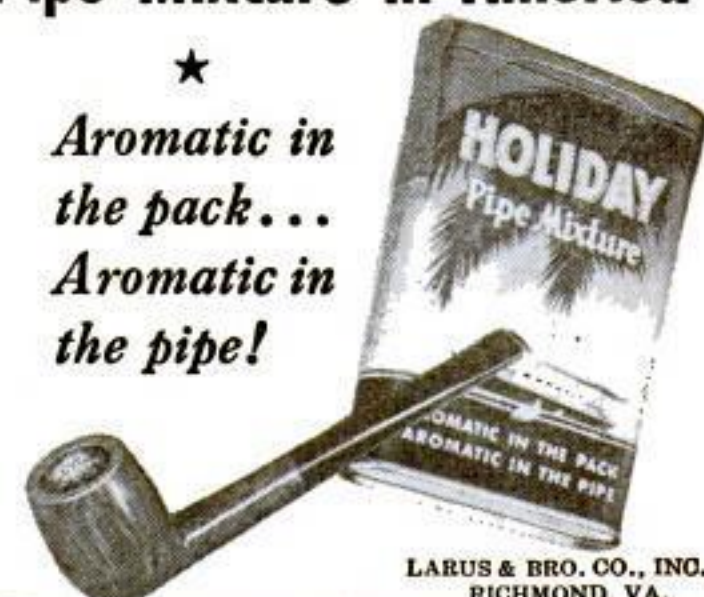
**W**E lost our way several times driving out from Birmingham in search of the regional office of the National Coal Board so that when at last we found a pair of lordly gates we were already late. "You won't find nobody there," said the gate keeper. "They all cut off sharp at 12." We drove in past signs on the closeshaven lawns that spelled out in fresh black and white paint: TRESPASSERS WILL BE PROSECUTED. Rounding a curve banked with trees we came out on the huge breathtaking facade of Himley Hall which up to the time the Coal Board bought it for £45,000 was the very princely seat of the Earls of Dudley. By the time we reached the entrance the last officeworker was hurrying out, his briefcase in his hand. An American car resplendently new was sweeping the last officials lunchward from the door. Walking back disappointed to our car I noticed that the windows in the main wing of the hall were blackened gaps. Inside was the calcined emptiness of ruin you get so accustomed to seeing in British cities that you end by hardly noticing it.

CONTINUED ON PAGE 124

# HOLIDAY

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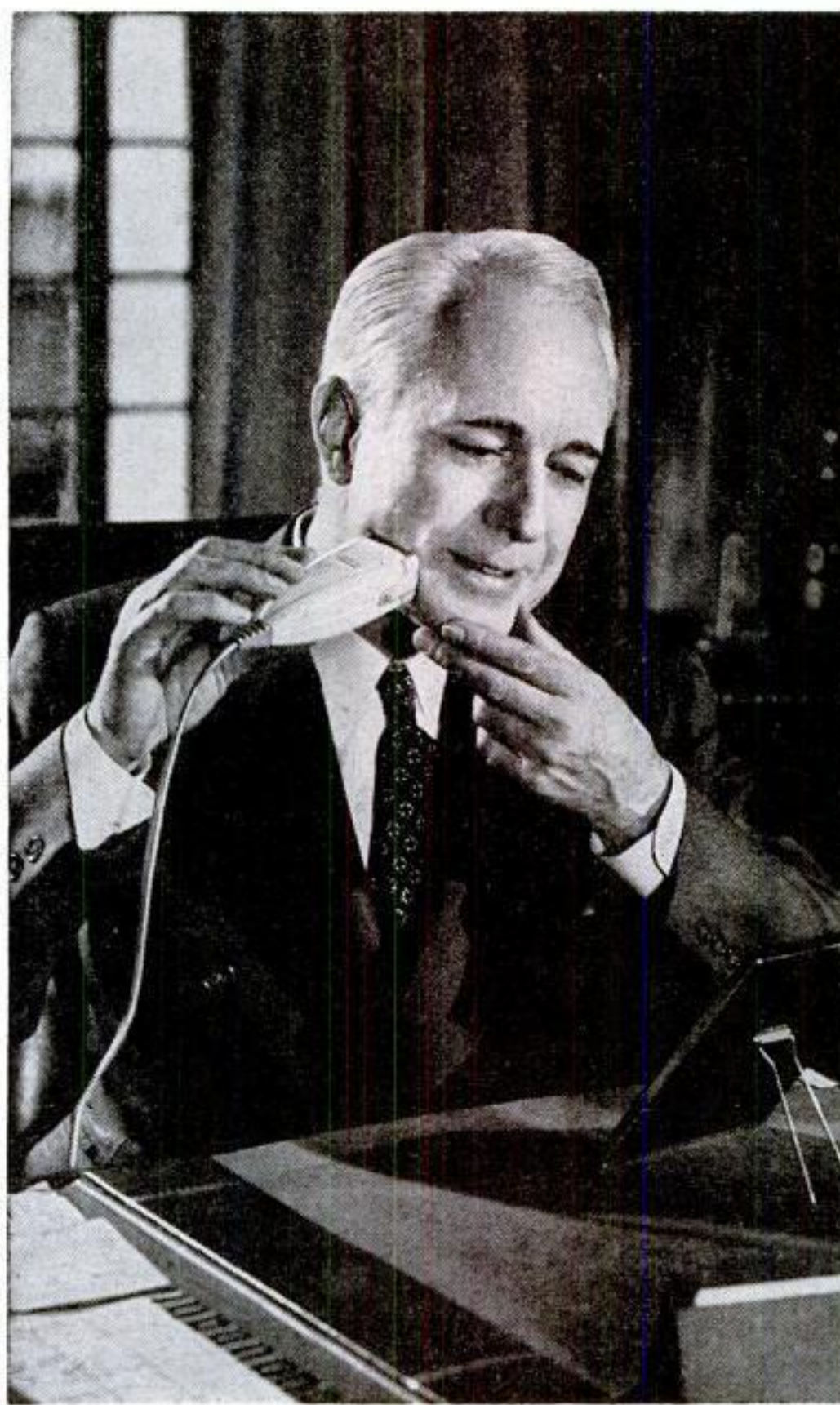
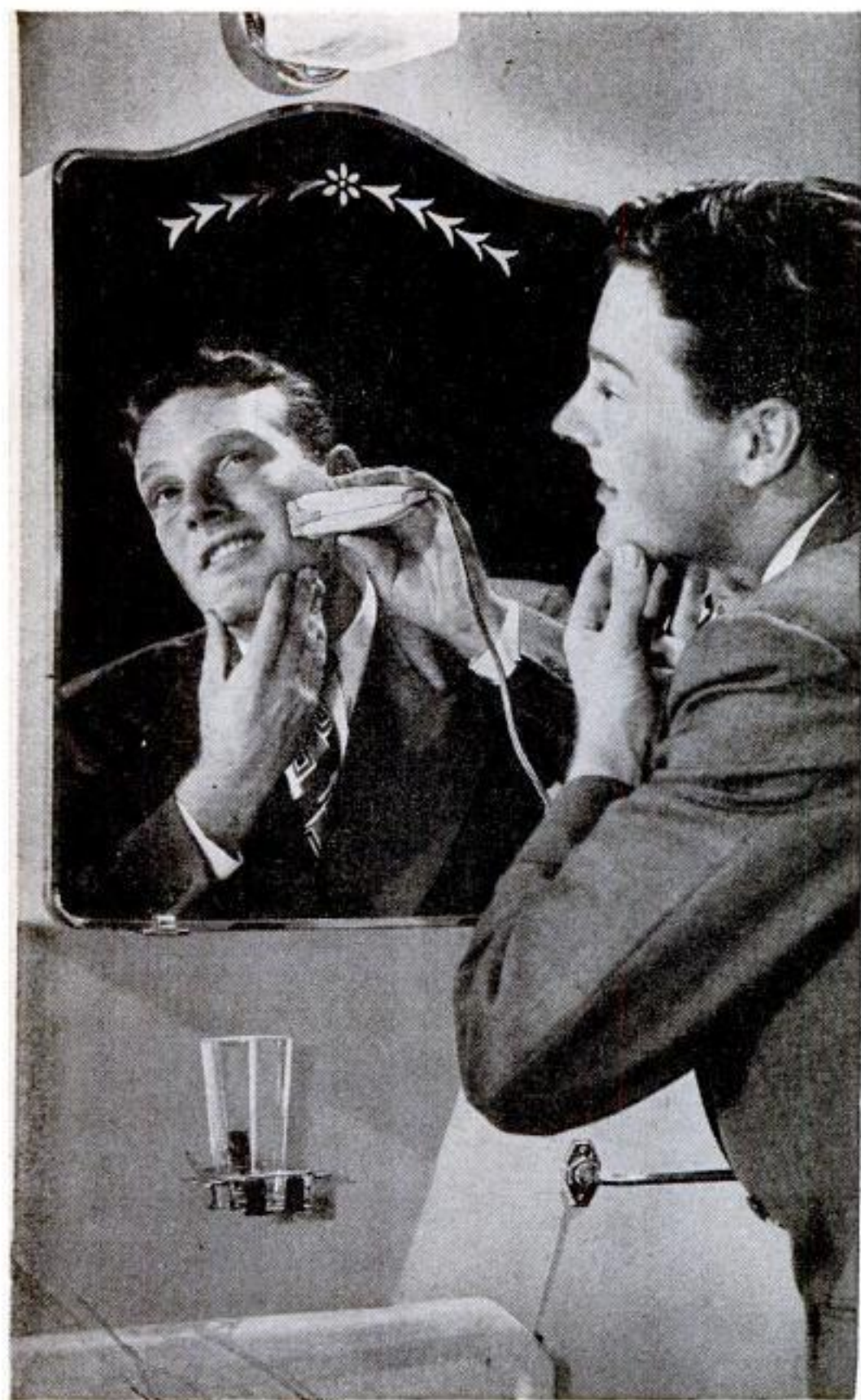
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## *Shave Fast...Shave Clean...Shave Anywhere*

# NOTHING CAN OUTSHAVE A REMINGTON

Look carefully at a Remington shaver and you will see why nothing can give you a better shave. Remingtons not only have more shaving heads, but better heads. No other shaver combines Blue Streak twin shaving heads and smooth round heads. This multiple-head construction gives the concentrated shaving power of from three to five single-head shavers.

The whisker that gets by one head is sure to be nipped by one of the others. Long and short hairs are handled with equal ease. You can cut a sharp hair-line at sideburns and around a mustache. Remington's high-speed AC-DC motor gives a year of shaving for about one cent's worth of electricity, and Remington's precision

manufacture assures quiet operation and long life. A Remington shave is the best shave on every count — appearance, smoothness, speed, comfort and convenience.

See the new Remington Blue Streak shavers at leading stores or at any of Remington's ninety-seven shaver headquarters in principal cities. Prices start at \$17.50—and every Remington is packed in an attractive presentation case. Remington Rand Inc., Electric Shaver Division, Bridgeport, Conn.

**REMINGTON FIVE** (illustrated) . . . \$21.50. The Remington Foursome . . . \$19.50. The Remington Triple . . . \$17.50. All Remington Electric Shavers are equipped with powerful motors which operate on AC or DC.

### **NOW—a New Remington you can use in your car and home**

Latest Remington development is a dual-voltage shaver that plugs into any ordinary electric outlet and can also be operated on your car battery. Car installation is very simple—requiring only a few minutes. Now one shaver serves on the road, on camping trips, at home or in your office. Combination 6V-110V Auto-Home shaver shown above, \$23.50.

## **REMINGTON ELECTRIC SHAVERS**

A product of *Remington Rand*

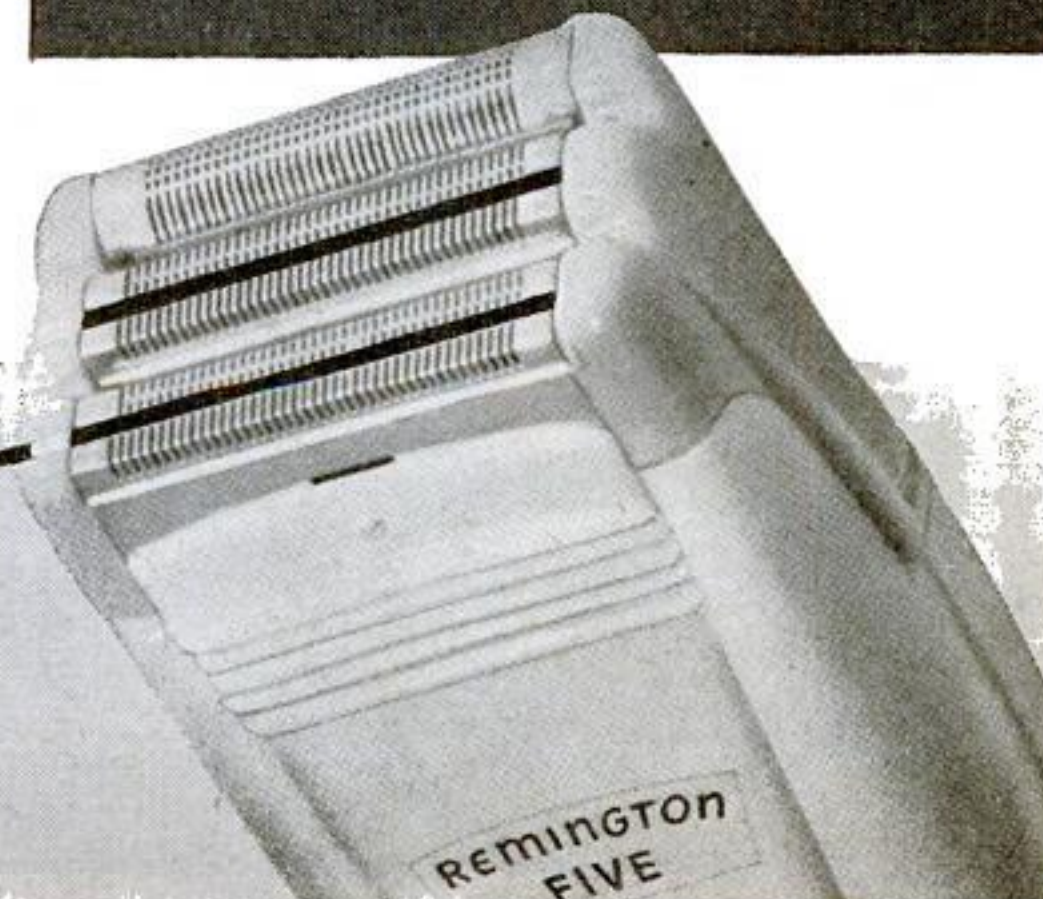
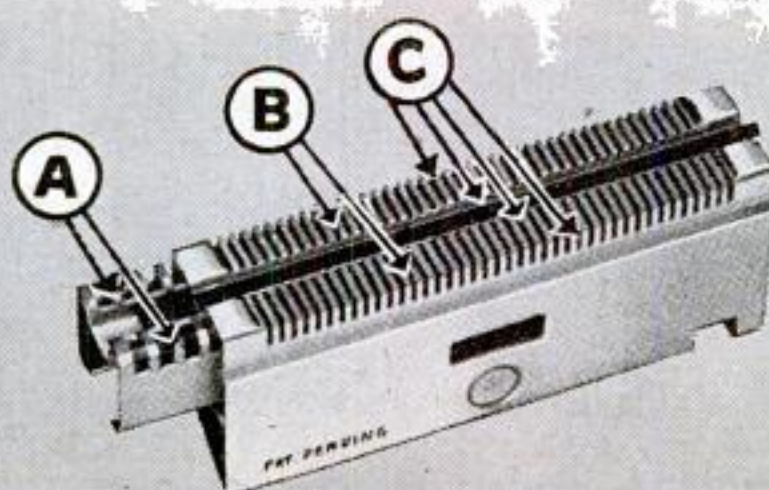
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## BRITAIN CONTINUED

"It wasn't the Germans," dryly said the man who had shown us the way. "It was the Coal Board. It just burned last Easter. Ill-disposed people do say that they were burning too much coke in the heating system."

Back in Birmingham I had an appointment with a man who had been a spokesman for the coal owners. He too had a briefcase. Although nationalization had won he was still fighting the battle against it. "What we mustn't forget," he said coaxingly as he pulled out a dense sheaf of figures, "is that now there's no penalty on slack work and no prize for effort . . . in any industry it's the same . . . if a man works an extra day the government takes half of his pay-packet for taxes and his mates call him a blackleg for his pains . . . so the miners won't put their backs into it . . . they won't work until the women drive them into the pits because they need the money to buy food for their children."

One of the leaders of the miners in the North, a broad-shouldered man with bright eyes and pink bat ears like Ernest Bevin, of the new race of parliamentarians who have come out of the working class to govern England, in a moment of candor said very much the same thing. He added in explanation that in his region there hadn't been a strike in 10 years "to take the bad out of the men." After a strike managers and miners used to settle down to work. They'd all be out of pocket and they'd have to. "Of course," he added soothingly resuming his platform manner, "now that they understand the crisis they're really going to dig coal. I have every faith in the men."

We picked our miner friend up at the miners' hall in an ancient town. He was a little slenderer and taller than the general run, a gray-eyed man with a thoughtful look about him. He was dressed in the ordinary clothes of an office worker but from the coaldust under his broken nails you could tell that he wasn't long out of the pit. Pointing out the turnings to take as we drove out from the huddled medieval hilltown dominated by the great towers of its Norman cathedral and the leafy battlements of its castle he told us about border raids in the Middle Ages and the fighting bishops who built the great keep. "When anybody wants anything historical," he said smiling, "they come to me."

## The father leads the sons past the pithead

WE left the cosy ancient houses of the town and entered a region of scarred hills and tipples and conical dumps. Beside a row of gray identical dwellings of a colliery village we stopped opposite the yellow brick pithead baths. "Built in the days of the owners," said our friend. Then he took us to see some cronies with whom we had scraps of conversation about wages and rations and the reason why so many men were absent from the pits . . . holidays . . . football . . . didn't feel as strong as they used to. The men were shy about talking, I could see. After all my friend was a sort of public relations man for the union and they waited for him to speak for them. In the dingy recreation hall, "built in the days of the owners," a stocky old man did break out about Bevin's boys as he called them. He said they had been a flat failure. What did he think of sending a man to jail because he wouldn't work in the mines? "You can force a man into the pit," he said with a dry laugh, "but you can't make him work."

I asked if there had been any change in management and methods since nationalization. "No," said my friend, "the same men sit in the office at the pithead . . . The only difference is the National Coal Board has taken the place of the owners. Of course there'll be changes. There are great plans . . . The man you talked to this morning now, he wants the engineers to find a way to increase our workings under the sea. He's a man of brains you talked to this morning. He's not often here any more. I'm afraid he's going beyond us . . . on up . . . into the government." He cast his eyes as if watching a balloon rise.

His house where he asked us to tea was like all the better miners' houses we had seen. There was a little parlor in front and a kitchen dining room with a range of black polished iron heated by an open coal fire that occupied one whole wall in back, and sleeping rooms upstairs. While we waited for the kettle to boil he showed us the family photographs. He came of a long line of fighting miners and union leaders. His father and grandfather had been in the labor movement. When I told him I'd been wanting to meet a young man who really wanted to go into mining, he reminded me of the bright young redhead with glasses he'd introduced me to who'd just received a scholarship to study mining engineering. But that wasn't going to work with pick and shovel, was it? He showed us pictures of his own sons. One boy had been a flyer and had been lost with a bomber over Germany. The other was going to college.

CONTINUED ON PAGE 127

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**STRIKING MINERS** in Grimethorpe, Yorkshire see farmers harvest wheat. Their five-week walkout and the sympathy strikes cost 600,000 tons of coal.

## BRITAIN CONTINUED

"Yes," he said. "We can't help it. The father leads the sons past the pithead."

When we sat down to table he announced with bashful pride that next week he was going to receive the freedom of a city in the south of England as a representative of the miners. His wife was going along. "That's usually reserved for ambassadors or earls," he said. "Of course it's not us that's being honored. It's the miners."

After tea the wife brought out a long package wrapped in brown paper. It contained a truncheon with the arms and crown of George IV on it which our friend's great-grandfather had wrenched out of the fist of a constable and brought home during the Chartist riots in the early 19th Century. "It's been a long fight," he said, laying the truncheon before us reverently, "but now we miners feel we've attained freedom at last."

### The cornered middle class

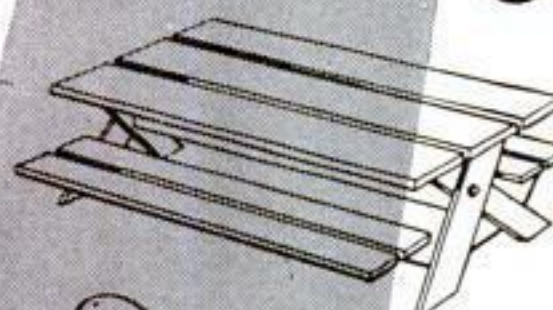
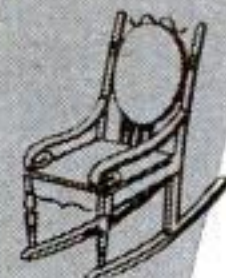
THE Manchester street was black as a railroad tunnel. Overhead the slanting sunlight gave a little glisten to sooty walls and cut out as with scissors the scorched window openings of great office and warehouse buildings left hollow by the bombing. The place I was looking for turned out to be intact, a small brick building carbonized and cavernous as an old fireplace. Into a dark iron-bound entry for merchandise on the ground floor two elderly men with tallowy arms and a scraggle of sandy mustache over yellow teeth were heaving a packing case. Beneath them gritty stone steps led down to a glass basement door where traces remained of gilt lettering: IMPORT-EXPORT. Inside I had a glimpse of a low room lined with ledgers full of old men on ancient high stools squinting at papers in the dim light. I was admitted and ushered down a corridor into an office stuffed with the yellowed cardboard folders of a hundred years' transactions where a broad elephantlike man with small sharp eyes twinkling out from behind a huge warty nose dominated a littered desk. In the buttonhole of his checked suit he wore a red carnation. While he sorted a pile of letters and telegrams that rose to his chin he carried on a bantering dialog in a genial roaring tone with a couple of fairhaired men dressed in their best who were waiting to go to the races with him. "Look out," he trumpeted when I was shown in. "There's a Yank in the house . . . Well, you can tell 'em one thing over there. You'll never get it back." The pile of papers rustled in front of him as he bellowed out a laugh. "The loan, of course, you'll never get it back. Exports? Where's any exports?"

As he parried my questions the embattled old elephant went on talking with the other two about the race meeting where, it came out, he was going to preside. At the same time he read his letters and telegrams half aloud. "A Yank in the house," he'd snort now and then and glare at me with a grin of genial hostility. Then he would go back to his communications from Karachi and Cape Town and Rio and Montevideo . . . "No, can't get that in New York better try B.A. . . . No go . . . Give us 'arf a chanct, we're only 'ooman." He'd whisper directions to a grizzled clerk who was reverently holding out a basket to receive the letters as he conned them over.

Then he'd remember me and wave a thick forefinger in my direction and roar, "So you think you've got us down, do you? We're not out of the runnin' yet . . . give us 'arf a chanct. Export

CONTINUED ON NEXT PAGE

# SENSATIONAL NEW ENAMEL DRIES IN 57 MINUTES\*



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**THOMAS C. DUNHAM, INC.**  
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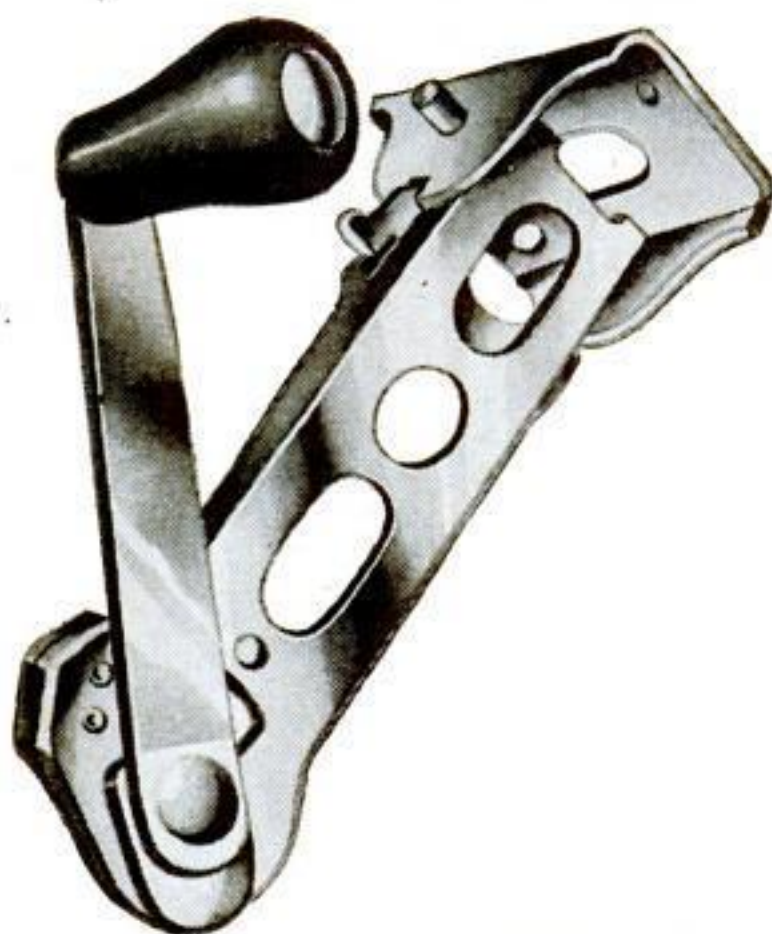
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Look! You can have this handy wall-fold can opener for less than whole-sale cost! Lassie makes this bargain offer so your dog can enjoy not just 1, but all 3 Red Heart flavors . . . so your dog can benefit from the complete, balanced nutrition that is contained in every can of improved Red Heart 3-Flavor Dog Food. Just send 25c in coin and 3 Red Heart labels (one from each diet: A, B and C) to Dept. B1.

\*A product of  
**JOHN MORRELL & CO., MEAT PACKERS**  
General Offices: Ottumwa, Iowa

## BRITAIN CONTINUED

business? There isn't any export business. There isn't anything to export. The boogers won't work . . . They want to corner the middle class . . . I'm middle class. The middle class is the backbone of England . . . 'Ow's the export business? I don't know. . . . The small shrewd eyes twinkled humorously on either side of the great red angry proboscis. "If I knew I wouldn't tell you." A shaking jellylaugh surged up through the big-bellied frame. When I said good day and retired down the cluttered corridor, muffled by the files and antique ledgers the trumpeting of the cornered middle class followed after me. "You won't get it back."

In Birmingham Mr. X and Mr. Y, a pair of big, sandy-haired, blueeyed partners who produced kitchen utensils in a cramped shop on a back street were more cordial. They were working class themselves they explained, they'd started life as tool makers and 22 years ago had gone into business for themselves.

"Suppose you were young fellows coming out of the service now. Could you do the same thing?"

"I'll let my colleague answer that," said Mr. X.

"Couldn't be done," Mr. Y said emphatically. "You'd be licked before you started. It would cost five times what it did prewar. And it would be five times harder than that to get the materials."

### It's a slip of a gal who tells you

DURING the war—his face and his colleague's lit up when they told about it as if they were talking of the good old days—they made snaps and catches for ammunition boxes. They only lost three days when they couldn't get in the plant because the street was roped off for a time bomb. No it wasn't a union shop, no need to be, they had no trouble with unions. They always paid over the union rate. The trouble was different. "The boogers won't work . . . No use givin' em the sack. The workers 'ave the whip hand and if a man walks out at a quarter to 12 it's no use givin' him the sack because the next one'll be just as bad. They'll be no good till we get 10% unemployment. . . ."

"One trouble," took up the other partner in a deep rattling voice, "is the income tax. A man don't want to make more'n five quid a week for fear of the nine shillin's in the pound . . ."

"Now some of our products 'ave to be packed in cardboard boxes," interrupted Mr. X.

"We 'ave to tell 'em three months a'ead 'ow many boxes we need for the next quarter," continued Mr. Y, "but we can't tell 'ow many articles we can finish so we 'ave to order more than we need an' the boxes 'ave to be stored and that runs into money . . . But my colleague has the floor."

"Some of our articles use little wooden handles," exploded Mr. X. "Instead of ringin' up the firm wot makes 'em we 'ave to write to London for a license an' they don't know wot we're talkin' about an' 'arf the time my colleague or I 'ave to take the train an' go down there an' wot do we find in the Board of Trade? Just a mere slip of a gal . . . She tells you wot you can 'ave and what you can't."

The noon whistle blew. The motor stopped. We found ourselves yelling at each other in the silence that followed. "Now if you'd walked through the shop 10 minutes ago you wouldn't 'ave seen a man at his bench," said Mr. Y.

"There's a saying in business today," a ruddy young man with a cheerful competent manner takes up the story. He was a squadron commander in the RAF and is now manager of a plant that manufactures leather goods. "It's not what you know, it's who you know . . . It helps if your suppliers have had long dealings with your firm. We use rayon linings in our products. Here's what you have to do to get a yard of rayon. First you have to find a firm that has some to supply and that's willing to supply it for you. Second you've got to get your accountants to certify the yardage you used for the last quarter. Third you send your export orders to the Board of Trade. Then if they haven't forgotten about you by that time they issue a license to send to your supplier and he sends you the rayon . . . if he hasn't let somebody else have it first. Then you go to work, that is, if you haven't lost your mind." He lit a cigaret and looked at the ceiling. "For seven months we've been corresponding with the Board of Trade over 57 yards of silk and we don't know yet whether we can have it or not . . . Maybe you've been thinking that the troubles of one little firm turning out a fairly unimportant item aren't important but multiply these cases by thousands and you'll understand how British industry is being strangled."

All of a scorching afternoon we had driven through the Black Country over a nomansland of high seared ridges and abandoned mine craters. The soot-filled air gave a lavender glare to the un-



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**SLOAN'S BALM**

SLOAN'S—Famous Name in Pain Relief

CONTINUED ON PAGE 130



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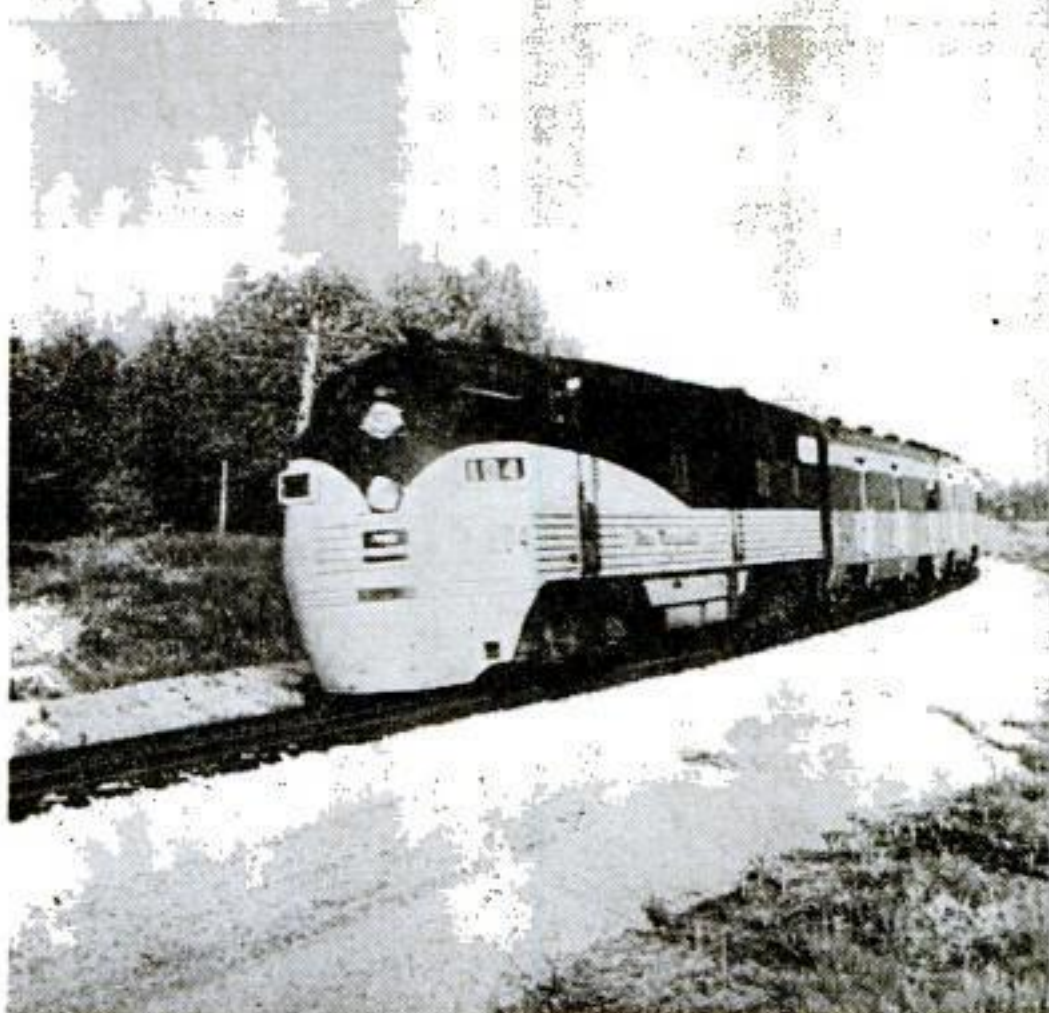
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**SOCCER GAME**, like the game at Wembley stadium (above), and races are Britain's main interests because government does not tax gambling winnings.

### BRITAIN CONTINUED

usually cloudless sky. We passed farms here and there. Thatched roofs and hedges and stone walls were filmed over with coal dust. The soot had blackened the fleece on the sheep. Farmers getting in the harvest had the grimed look of miners. The bodies of little froglike boys swimming in old quarries looked oddly pink and white in the black water.

It was a relief in this sooty wilderness to find that we could get a room in a decent hotel. It was too late for tea, that most desirable of English meals because you can have bread and butter with it, but the tall, longtailed waiter in the lounge managed with the air of a magician producing something very special out of a hat to furnish a couple of tiny drinks of Scotch. A local newspaperman, a frail young man with a crinkle in his hair and an almost inaudible way of talking, stepped in for a drink and I asked him to stay to dinner.

"We're not getting production because they haven't got a brain in their heads," he keeps repeating.

"Who?"

"The working class. It's their government. In every speech they play up to them. They blame it all on spivs and drones or the profit motive, but how can you get them to work when they haven't got a brain in their heads? The politicians told them that socialism meant paradise and now they are quietly waiting for paradise. Their families are large. A family can do pretty well on five or six rations. They can pool them and get a joint once a week. At home there's only mother and I and it would be hard if I didn't take most of my meals out. Then there's five shillings a week for each child and the prospect of a pension. A man doesn't have to work for his children, the state'll take care of them. If they do work there's the nine shillings in the pound tax. The only money a man can make that isn't taxed is gambling money. If he works an extra day he loses almost half of it but if he wins on the races or in a football pool he can keep it all. It's a system for penalizing production. When the government begins to tax gambling money and to get after the 400,000 girls that are employed by football pools we'll know they're serious. There are plenty of working people who'd like to give honest time for their money but they can't. They are frustrated by the rest of 'em who don't think of anything but football and greyhound races and guessing the winners in the penny football pools and a mug of beer in the pub. They have everything they want and they can't see that we're all going on the rocks because they haven't got a brain in their heads."

Listening to him I had been cutting nervously into a piece of chicken under a mantle of dark brown gravy that strangely resembled the heavy bituminous soup we'd just swallowed. My attention was attracted by something that stirred uneasily under the gravy. With the tip of my knife I uncovered a maggot that was still quite alive and twitching. So that the others wouldn't see it I killed it and tucked it back under the quivering mass. Ceremoniously with expressionless face the waiter removed my plate.

"I'm a conservative myself," our friend was saying modestly as if confessing to a painful but infectious disease, "but I don't want to emigrate. After all there's something in being an Englishman." For the first time his voice was clear with conviction. "It's frustrating not to be able to marry because you can't get a house. They are to be had but they cost four or five thousand pounds which is more than I can afford on my salary." His speech grew blurred and hazy again. "It's frustrating to feel there's no future

## FEELING OLD AND TIRED?

Here's a wonderfully easy way to help  
keep fit in advanced years

They say you're only as old as you feel. But oftentimes after age 30, poor digestion, a fading sense of taste, a "finicky"



She feels young

appetite, make you cut down too much on the foods you need to help you feel fit. When this happens, your body wears out faster, and you feel old and let down before you should.

Drinking two glasses of Horlicks Malted Milk daily, in addition

to your regular meals, is a grand and wonderfully easy way to get extra needed body-building nutrients.

Horlicks is a well-balanced combination of basic food substances in a form that encourages ease and speed of digestion. Taken hot or cold, with milk or water, you'll find it a smooth, full-flavored, satisfying drink. And what a marvelous health habit. Get the one-pound jar at your drug or food counter today. Horlicks Corporation, Racine, Wisconsin.

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POPCORN**

CONTINUED ON PAGE 133



# "I prefer the New Mint Cocktail Gum"

says

## ESTHER WILLIAMS

Star of Metro-Goldwyn-Mayer's  
Technicolor Musical Hit

**"THIS TIME FOR KEEPS"**

*That mint blend is your friend when you need pepping up!...*

To get perfection, it was necessary to film some of the scenes of "This Time for Keeps" several times. Luckily for Esther Williams, she discovered this new MINT COCKTAIL Gum! Everyone who's tasted MINT COCKTAIL knows it has a bright *wake-up* flavor as cool and refreshing as... an old-fashioned mint patch in the country!

Yes, Warrens MINT COCKTAIL Chewing Gum gives you all the *refreshmint* Mother Nature offers—all the *natural mint flavors* you've enjoyed most—*blended* into one new, stimulating taste!... The Warrens staff of master craftsmen experimented two full years before discovering this secret of COMBINING the PEP, the FLAVOR, the ZEST of the nation's most popular mint flavors.

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*IT'S SMART TO CHOOSE WHAT HOLLYWOOD CHEWS!*



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The BREATHTAKING...

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*Mint Cocktail Gum*

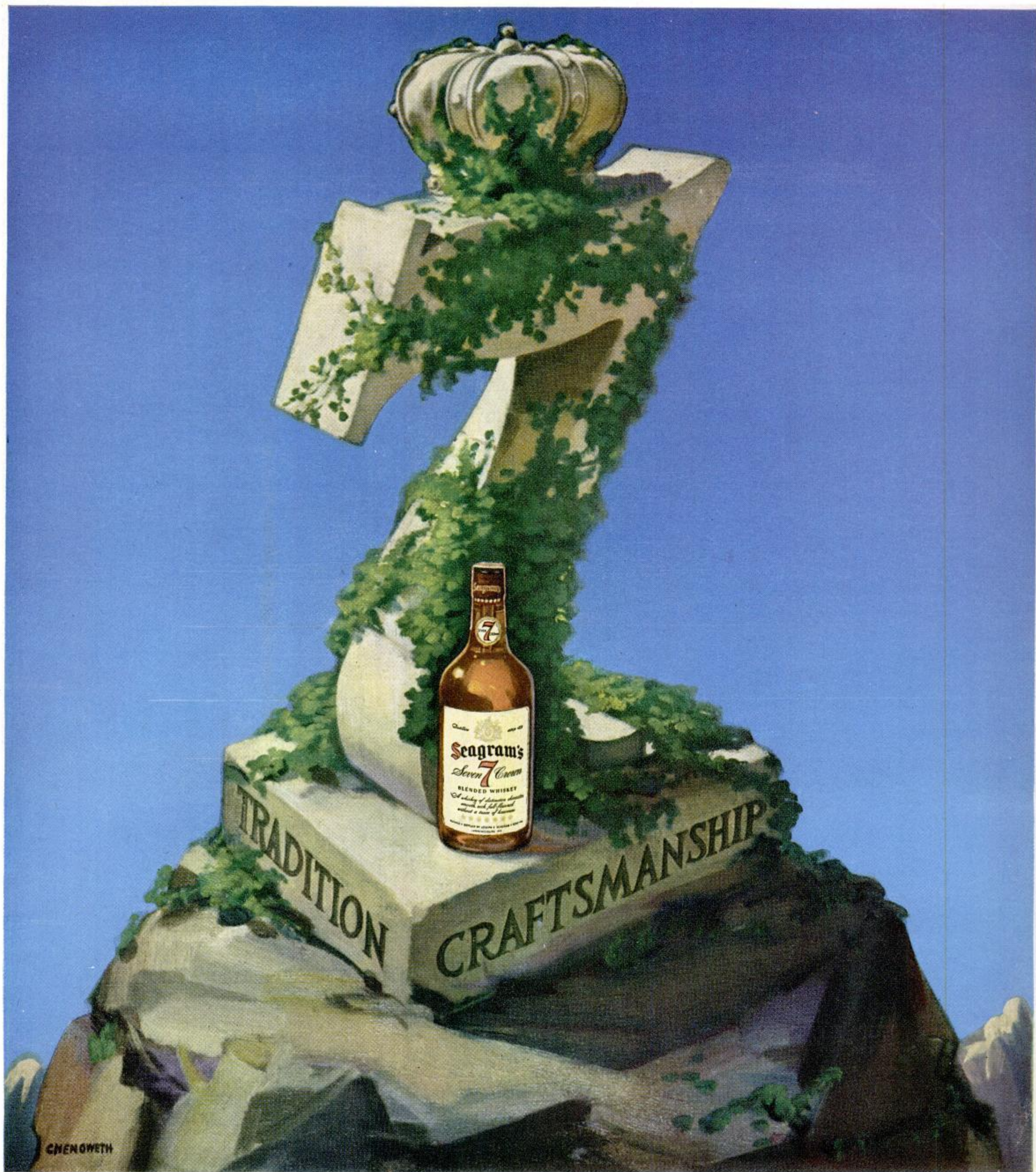


ESTHER WILLIAMS finds that her friends like MINT COCKTAIL Gum as much as she does. You have only to chew one stick of MINT COCKTAIL to know how much *peppier* it tastes than the old kinds of gum! More *flavor*, too! More real "*lift*"!



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## BRITAIN CONTINUED

in your job, but I'll stick it out . . . I wouldn't even want to move away to London . . . the Midlands is my home . . . and there's something in the feeling of being an Englishman, and there's always a chance in the football pool."

Word got around through the crowd that the speaker would be late. The Minister of Food was detained in London by a cabinet meeting over the crisis. People scattered through the green park on the landscaped hill that cropped out so unexpectedly in the wilderness of mine tipples and industrial plants and rows and rows of two-story houses spread like a brick rash over the corroded countryside of this northern fringe of Birmingham suburbs. Talking in low voices they strolled sedately in the sunlight of late afternoon. Occasionally somebody glanced up uneasily at the mounting clouds on the horizon. As we roamed around we looked expectantly for members of the Housewives' League who we had been told were planning a demonstration. The police at the gate had made them furl their banners but they were said to have hecklers lying in wait for the Minister. There were plenty of tired-eyed women who were certainly housewives in the crowd, but their attitude was hardly truculent. While they waited they sat patiently on the grass or strolled through the gardens of Aston Hall looking up at the lichened statues out of Bulfinch's mythology or staring curiously into the long windows of the great hall where officials of some kind were giving a reception to other officials.

"Ask him about the pineapples . . . Why did they spend so much on pineapples?" a tall stooping gray-haired woman says to a chunky red-faced woman in an aggressive black hat.

"Ask him what's in the national fat that makes it bubble so."

"Ask him why our children don't want to play any more."

At last a movement starts toward the hillside where the microphones are set up on a modest wooden scaffold. Already a little plump politico smooth as a plum is laying on the class flattery to prepare the audience for the Minister. He beams with pleasure at beholding this gathering of the sturdy working class voters of Aston Park. He is confident that the intelligent workers of Aston Park whose mighty efforts in mine and foundry and factory and shop are helping Britain surmount the crisis will give their own Minister a friendly reception. . . But already the big black car has appeared on the road. A tall man with a hooked nose and high cheekbones is making his way towards the platform. He's taller than most people in the crowd.

### The genial Minister knows best

THE Minister of Food is a very competent political speaker. He hastens to put his opponents in the wrong by saying that the Conservatives are the only people in England who are taking satisfaction over the government's difficulties and that they are the people who in their greed for privileges and profits would take advantage of the nation's misery if the working class should falter for a moment in their support of Labor. He spells out a sheet of statistics, with which he seems somewhat unfamiliar, to prove that many food items are more plentiful and cheaper than people imagine. "It's not meat," a voice cries. The Minister laughs genially with the crowd. Except when he speaks of the capitalist opposition he keeps strictly to the we're-all-good-fellows-together tone. When he brings up the cabinet's plans to meet the crisis his words sound oddly patronizing to American ears. The government is going to cut down on petrol for private cars and on travel allowances abroad. But that won't affect the people of Aston Park, now will it? The inference is that as they can't have cars and trips to Europe they'll be mighty glad to hear that nobody else can. There's more than a memory of Lady Bountiful distributing gift baskets to the tenantry when he asks, "We were very glad to have those nice tangerines at Christmas time, now weren't we?" The Minister is far from sparing in his use of the pronoun I. He brings out a last lollipop. Vegetables have grown so plentiful he's going to allow anybody who wants to to sell them, even without a greengrocer's license.

"Why can't we get any vegetables then?" mutters an elderly woman behind us.

It's question time. The crowd has spread widely up and down the hill. There are no microphones for the hecklers so all we hear are the Minister's answers in his even debater's voice, very deftly class-angled.

"Why's so much corn spoiling in the barn? That's what I want to know," shouts a tall countryman behind us.

"What are our real prospects for the future?" a woman's voice quavers. The clouds in the south have become a gray blur. With a rush the rain comes sweeping in a silver curtain across the park.

CONTINUED ON NEXT PAGE

## LITTLE LULU



"Just leave it to me and Kleenex, ma'am!"

Little Lulu says... Compare tissues—compare boxes—and you'll see why 7 out of 10 tissue users like Kleenex\* best! Soft! Strong! Pops Up! It's America's favorite tissue.

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Style 5462—14 inch. \$5  
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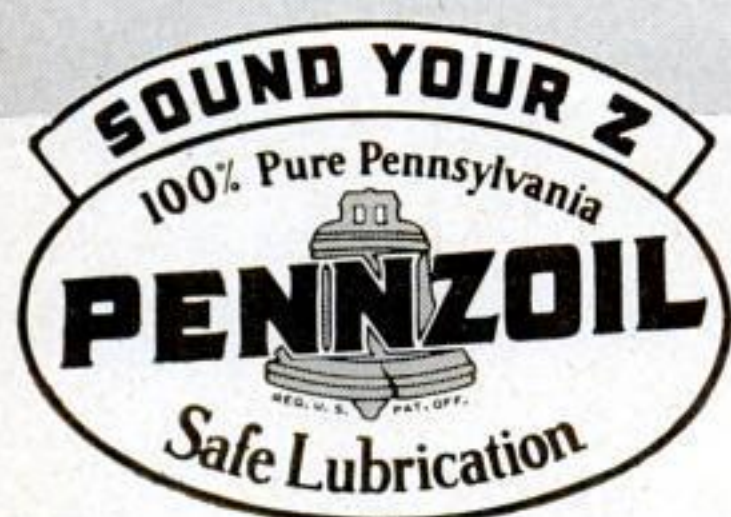




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dealers coast to coast.  
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Tough-film PENNZOIL\* gives all engines  
an extra margin of safety



**FOOD MINISTER** John Strachey occupies one of the hottest spots in the cabinet. Here he answers hungry and critical hecklers in Birmingham crowd.

### BRITAIN CONTINUED

The Minister and a few embattled hecklers stand their ground but most of the crowd streams down the hill towards the double row of trolley cars waiting on the street below.

A lot of England's vegetables are grown in the Vale of Evesham. We cross the green Avon and enter a rich plain full of small truck gardens. Wherever there's a rise in the ground there are orchards. Cherries and plum trees are weighed down with fruit. Here and there in the corner of an orchard wall is an encampment of gypsies come to pick, dirty yellow babies and dusty women in full skirts sitting among brightcolored litter beside green and blue caravans and tethered scarred horses that show every rib. We turn into the warehouse of a farmers' cooperative.

Out of the window of the manager's office we can see stubby middleaged men in suspenders hoeing between the rows of narrow strips of cabbage and cauliflower. "It's all rented land," says the manager. "Between here and the hedge there are six or seven different occupancies. A market gardener only rents what he thinks he can manage... Yes we have good crops. It's good land and well tilled. Since taxes are so high a man'll spend more on fertilizers than he used to. Mostly they buy and sell through the cooperative. A man with five acres'll turn over £750 a year. That's slightly more than he'd make as a farm laborer working for hire but of course he works harder for himself."

Talking we walk through the airy warehouse admiring the net bags of peas and stringbeans, the piles of gleaming cauliflowers, the green mountains of marrows. "It's too bad," the manager says in the tired voice of one weary of the subject. "This is all surplus. In London cauliflowers are a shilling and here we are giving them away. They are plowing under their cabbage."

Wasn't that the sort of thing a planned economy was supposed to avoid? Hadn't the government any plans to get this stuff to people who needed it?

He doesn't answer my question.

"We'll move our soft fruit," he says dreamily. "We'll do well with our plums."

### There's a future in food

**D**OWN on the densely green banks of the broad Severn below its confluence with the Avon we visited a dairy farm. There were ranks and ranks of brown and white Ayrshire cows with long slender horns. The manager was a tall studious-looking man with dark eyes behind his glasses. He'd been brought up for the textile business, he said, but when he got out of the army he decided he'd better go into agriculture. "Agriculture in England has a future," he added emphatically.

Talking about hays and grasses we walked through the meadows that stretched to the river between hedges. The problem for the British dairy industry when the war began was to find a substitute for imported oilcake, he was saying. They went in for high protein grasses. We had walked past the bullpens and the calfpens in the ancient stone barnyards and had seen the lofts full of fragrant quickdried grass that still was green. We came out into a huge shed from which we had been hearing the throb of an engine. Straw-haired young men stripped to their trousers were forking fresh cut grass onto a conveyor that carried it up into the dryer. The blower roared. The place was hot and full of a baked grassy smell. The young men worked hard and silently.

CONTINUED ON PAGE 136



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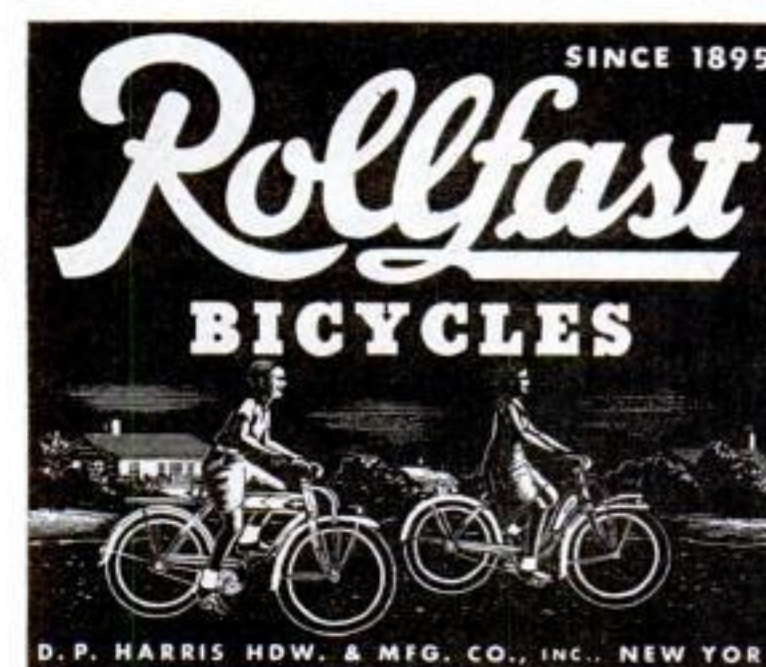
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THE SOONER  
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Special* **WITH THAT  
FRENCH'S FLAVOR!**



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1½ tablesp. salt, 2 tablesp. minced  
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**BRITAIN CONTINUED**

"They are P.O.W.s," said the manager. "I don't know what we'd do without them. We could attract English labor to the farms if we could put up the housing for them. These are housed in camps by the government."

"Are they paid?"

"I believe they do get a little pocket money now," he mumbled. "But we pay the government regular wages for them." He talked hurriedly. Obviously he didn't want to dwell on the topic.

"Isn't that slavery?" I wanted to ask him, but already he was leading the way towards the whitewashed house where they cooled and bottled the milk. "We're not bothered much by controls and rations and that sort of thing," he went on. "Agriculture is one industry that is improving in England. It's only the labor problem. When they send home the Germans maybe they'll let us have some displaced persons. . . ."

After lunch we walked around our friend's garden and looked out over the tract of ripening wheat beyond the hawthorn hedge in back. "At least," I was saying, "agriculture doesn't suffer from controls."

"Who told you that?" the tall man asked sharply.

Then he told me a story. Before the war one of the showplaces of Wiltshire was a dairy farm. The owner was reputed to be one of the best breeders of Frisian cattle in England. Now under wartime regulations, and my friend pointed out that now that the dictatorship bill had passed these regulations would continue in effect indefinitely, the Ministry of Agriculture was empowered to take any farm from a tenant or owner which didn't comply with orders as to the growing of food crops or which they claimed to be mismanaged. No appeal to the civil courts was allowed. The ministry's orders were carried out by local Agricultural Committees who told the farmers what crops to grow. This dairy man was ordered to plant so much of his land in grain and potatoes that he couldn't grow enough forage to feed his herd through the winter and was forced to sell the greater part of it. Then the local committee came down on him because his milk production fell off and forced him to sell out altogether. There was no appeal from the decision of the local board, so the owner's only recourse was to sue the chairman of the local board for libel for saying that the farm had been improperly cultivated. He won his suit but that hadn't gotten him back his farm or his cattle. "Perhaps agriculture hasn't suffered so much," said my friend quietly, "but agriculturists have."

**"Teach them how to enjoy their work"**

**B**y the time we had finished tea the rain had stopped. We stepped out into the freshwashed afternoon and looked down the line of low stone farm buildings that shone brown as chocolate against the emerald hedges and the misty bluegreen fields of oats that rolled down towards the ferny headland beyond the road where cropping sheep moved slowly against the leaden stretch of the North Sea. Our host was a grizzled blueeyed man with a fresh tanned skin. He had broad shoulders and a light footfall and he laughed a great deal. No, he said merrily, talking back over his shoulder, the controls didn't bother him too much. Of course he had trouble getting parts for his machinery. And nails. My word what a lot of forms you had to fill out to get nails. We had made the circuit of the farm buildings and come out into a long deck redolent with the dry breadly fragrance of stored wheat. A loft ran the full length of it.

"As Americans," he said showing his even white teeth in a smile, "you'll be interested in our threshing machine. It was built in Glasgow more than 70 years ago. The fact that it's old doesn't mean it won't work. If you're raising wheat for seed you have to be sure it's properly winnowed and sorted and cleaned so I know it's a splendid thresher. . . ." We walked up wooden stairs past the great iron flywheel into the loft. . . . "You see we thresh our grain in the barn in winter. That's why we have to have plenty of space here. . . . This is where the belt goes," he said affectionately patting the flywheel's smooth circumference. "I thought it would be a surprise to an American. You Americans think everything has to be new or it won't work," he said in a friendly teasing way and laughed.

His voice grew serious: "In those days men who loved their work put a fine finish on things. They made machinery and barns and houses that lasted. . . . How shall we get back a man's pleasure in a piece of work well done? Nothing'll be any good until we get that back. Now people only work for the pay packet and they find it won't buy anything . . . money buys less every day. . . . You're working for leisure they tell you over the BBC. . . . They're going to set up a ministry to teach people how to enjoy their leisure. . . . Teach them how to enjoy their work I say."

When we got back to the freshsmelling farmhouse and were

CONTINUED ON PAGE 139





Photography: Heiser

The Contemporary... modern styling in white oak, mahogany, walnut, \$285.  
With genuine Armstrong FM, 14 amplifier, 2 rectifier, 2 tuning tubes, \$350.

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on today's market**

**Y**OU can buy your Magnavox now with complete confidence that yours is not only the greatest value on today's market, but more—a lasting investment in gracious living. For here is radio-phonograph performance that cannot be equaled, and, in our opinion may never be equaled by other manufacturers. You, too, will share this belief once you have seen Magnavox and

compared it with others. Its superb tone... its fine furniture and precision engineering have set a new standard of value in quality radio-phonographs. Today fourteen distinctive models, priced from as low as \$187 to \$750, are available at your Magnavox dealer's. Look for his name in the classified telephone directory or write to The Magnavox Company, Fort Wayne 4, Indiana.



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And what fun to be able to answer, "It cost only a song!"

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Singer's complete "sew-while-you-learn" courses teach

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• **Singer covered the buckles**—put in the eyelets, too! They'll make belts, cover buttons. Make buttonholes. Do picoting and hemstitching. So reasonably, so promptly!



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## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

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FOR SHAVING

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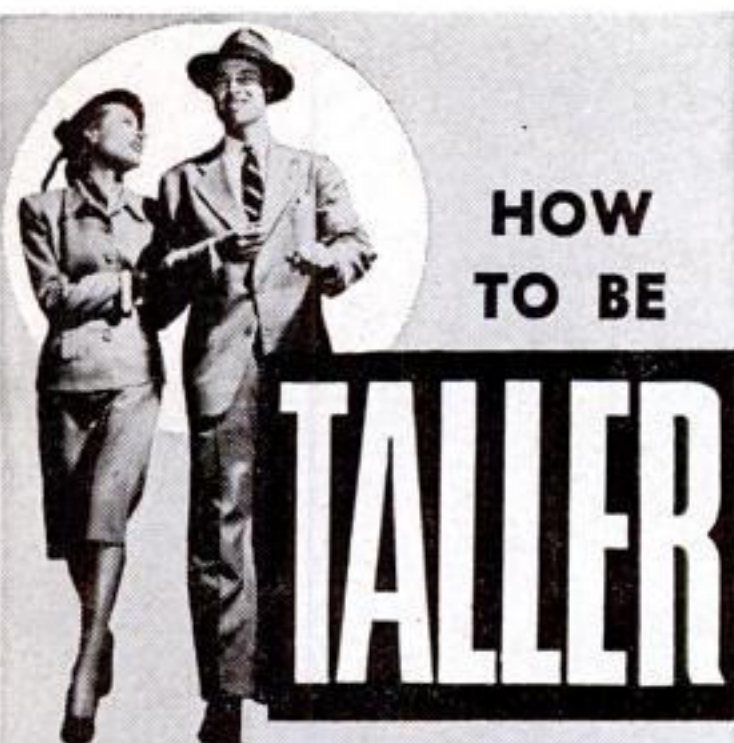
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## BRITAIN CONTINUED

about to take our leave our host and his wife came forward smiling and said we must stay to supper . . . "Just a slice of our own bacon and an egg. We're not so short we can't do that," he said heartily.

As we ate our supper we talked about the scarcity that was closing down on Britain like a vise slowly and inexorably tightened.

"We're too crowded," our host said. "It's no good being too crowded. Twenty million ought to go to the colonies. If we had 20 million less people on this tight little island we could bring up our agriculture to feed everybody and we could produce more manufactured goods than we do now and be prosperous again. We're just getting in each other's way. . . If I was a younger man I'd go to America or Canada myself. Maybe I would now," he leaned across the table towards us laughing, "if I didn't have such a good farm."

### The stagnant revolution

WHAT you musn't forget," explained the East End social worker as we walked around the scaffolding of the new flats building in a slum area in Stepney which the bombings cleared, "what you musn't forget is that the dockers who are going to live here have never been so well off before. During the 20 years before the war they lived most of their lives on the dole. That meant 27 shillings and 3 pence for a family a week. Now they make £5, 10 shillings or more. . . Of course these flats were planned before the war."

"Didn't you say some families were reluctant to go into them?"  
"They don't like giving up their small independent houses where the man had a bit of a garden to muck about in evenings. . . You know the Englishman's castle . . . but this'll be landscaped. . . We are arranging communal workshops for carpentry. . . They'll learn to like it."

"If it would bring about socialism," said the young idealist who had been to Oxford, "I'd be willing to see the English people live on potatoes for five years." He hadn't been to Oxford long but he'd picked up all the mannerisms, the frizzly lovelocks round the forehead, the overenunciated speech, the smirks and smiles, the little mouths. He happened to be an American. He was in adult education, lecturing to the workers in the hostel on political philosophy, he told us over a mug of brown ale. "America stands only for the blackest reaction. . . I hate to think it but it's true. . . I'm the kind of a fellow . . ." he rolled his eyes towards the ceiling of the pub, " . . . who they line up against a wall and shoot . . . but I've given my life to the working class. I think the future lies with the Soviet Union. . . If I had to I'd be willing to die."

The well-built young man in bathing trunks who stood out on the float renting boats in another university town said he'd heard Churchill last night and it had worried him. Winnie said they ought to stay and fight, but he was all ready to emigrate . . . an uncle in Canada. . . "It's an awful bore" he said. "After five years in the navy I thought I'd come home and go to work with my father, building boats. . . In normal times I'd have inherited a nice little business, but now we can't get materials. He doesn't see when he can ever start his business up again . . . nonessential . . . and if I stop here they'll like as not direct me into the mines. After the navy that would be too much. . . But somebody really ought to fight. *They've* got us down. We ought to rise and clean *them* all out. After the war and everything it's an awful bore."



SPECIAL PLANES, chartered by the province of Ontario, take immigrants to Canada. Seats cost \$268 but are available only to Britons who are seeking jobs.

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**TAKES "B.O." OUT OF CLOTHES FAST!**



**KILLS TOILET BOWL ODORS INSTANTLY**



**MEN CAN EVEN WEAR A SHIRT THREE DAYS**



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**DESTROYS PET ODORS QUICKLY, EASILY**

**Instant Odor Killer of Personal Body Odors**  
**on Clothing, Shirts, Diapers, etc. and of Household**  
**Odors in Bathrooms, Kitchens, Closets, and on Pets**

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**TAKES "B.O." OUT OF CLOTHING!** Spray lightly underarm area of coats, dresses, sweaters. Spray girdles, too. NIL reduces cleaning bills.

**MEN CAN ACTUALLY WEAR SHIRTS 3 DAYS** or longer without odors. Spray NIL daily in armpits of shirt; safe for skin.

**FOOT AND SHOE ODORS** stop if you spray NIL in each shoe after wearing. (Let dry.) Spray socks before or after wearing.

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**OTHER NURSERY ODORS TOO!** If child vomits or breaks training, spray NIL on soiled bedclothes or garments after removal. If child wets bed, NIL the sheet after removal; spray NIL on mattress and turn mattress over!

**SICKROOM PATIENTS** feel better, eat better, in an odorless room. Spray offensive bandages, bed-pans and air. Used by many hospitals, nurses' homes, airlines.

**EMBARRASSING KITCHEN ODORS!** Get them out quickly!—with a few swift sprays of NIL. A spray in air eliminates odors of fish, cauliflower, cabbage, onions, burned food!

**GETS RID OF "KITCHEN-HAND"** odors—from onion, fish, garlic, etc.

Wash hands, moisten with NIL. Safe on skin.

**NO MORE SMELLY GARBAGE CAN!** Just spray the garbage in can daily—also spray inside, before and after washing out can.

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**FRESHEN MUSTY BASEMENTS AND CLOSETS!** Spray basement walls, floors and air with NIL; spray air, clothing, materials, etc. in closets.

**ODORS IN UPHOLSTERY** and drapes

caused by pets, spilled drinks, tobacco smoke, cooking odors, etc. vanish when fabric is sprayed lightly.

**DOG OWNERS AMAZED** with NIL's fast action in keeping homes free of animal odors. Spray NIL where dog lies or sleeps. Spray or dampen dog with NIL, or apply with plastic or rubber comb. If animal commits a nuisance, spray affected spot to deodorize rug, upholstery, etc. Special blessing to dog, cat and other animal lovers in apartments.

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**For Mist, Spray with Quick Hard Strokes**





**THE BODY** of *Body and Soul* is Hazel Brooks, 22, born in South Africa, bred in Baltimore and Brooklyn. At 16 her spectacular figure got her a modeling job in New York. At 19 she was married to Cedric Gibbons, M-G-M art director. She has green eyes, reddish hair and feels that it would be nice to visit the grave of John Keats.



**THE SOUL** is Austrian-born, English-bred Actress Lilli Palmer, now 26. She has appeared in a number of British-made films including last year's *Notorious Gentleman* which starred her husband Rex Harrison. Ladylike and talented, she is an accomplished painter, lives quietly with her husband and their 3-year-old son, in Hollywood.

## MOVIE OF THE WEEK:

# *Body and Soul*

**A corny story about the life and loves of a prizefighter is redeemed by fine acting and photography**

The new prize-fighting picture *Body and Soul* refutes the axiom that a silk purse cannot be made out of a sow's ear. In this case the sow's ear is the plot, a compound of bromides which centers about Charlie Davis, a fighting Jewish kid who hangs around New York poolrooms. His pious mother and his girl friend want him to do something more respectable—become a lawyer perhaps. But Charlie disregards them, and ultimately wins the world championship. The easy dollars go to his head. Pretty soon both mother and girl friend are pushed into the background of a life featuring French champagne and belted camel's-hair overcoats. Charlie even finds a new girl, a sinuous torch singer with a taste for mink. Then the crooks move in and Charlie's best pal, who has been a sort of flunky for Charlie, is moved out. Alone with the wolves, the champ agrees to throw a fight, but when the time comes he can't go through with it. He turns honest, quits the ring and returns with virtuous heart and purged soul to mother and the right girl.

This story in varied forms has been told so many times that most writers can recite it in their sleep. Even so *Body and Soul* is one of the year's best movies. It has been turned into a silk purse largely because its actors are talented enough to make stock characters seem like real people. John Garfield outdoes

himself as the ambitious Charlie and, at that, the show is almost stolen from him by Joseph Pevney, playing Charlie's toadying pal, and Lloyd Goff as a clam-eyed gambler. The two ladies in the case, Hazel Brooks and Lilli Palmer (*above*), represent the respective elements of body and soul in the hero's life. Otherwise they do what is expected of ladies in masculine movies like *Body and Soul*: they look pretty and keep out of the way.

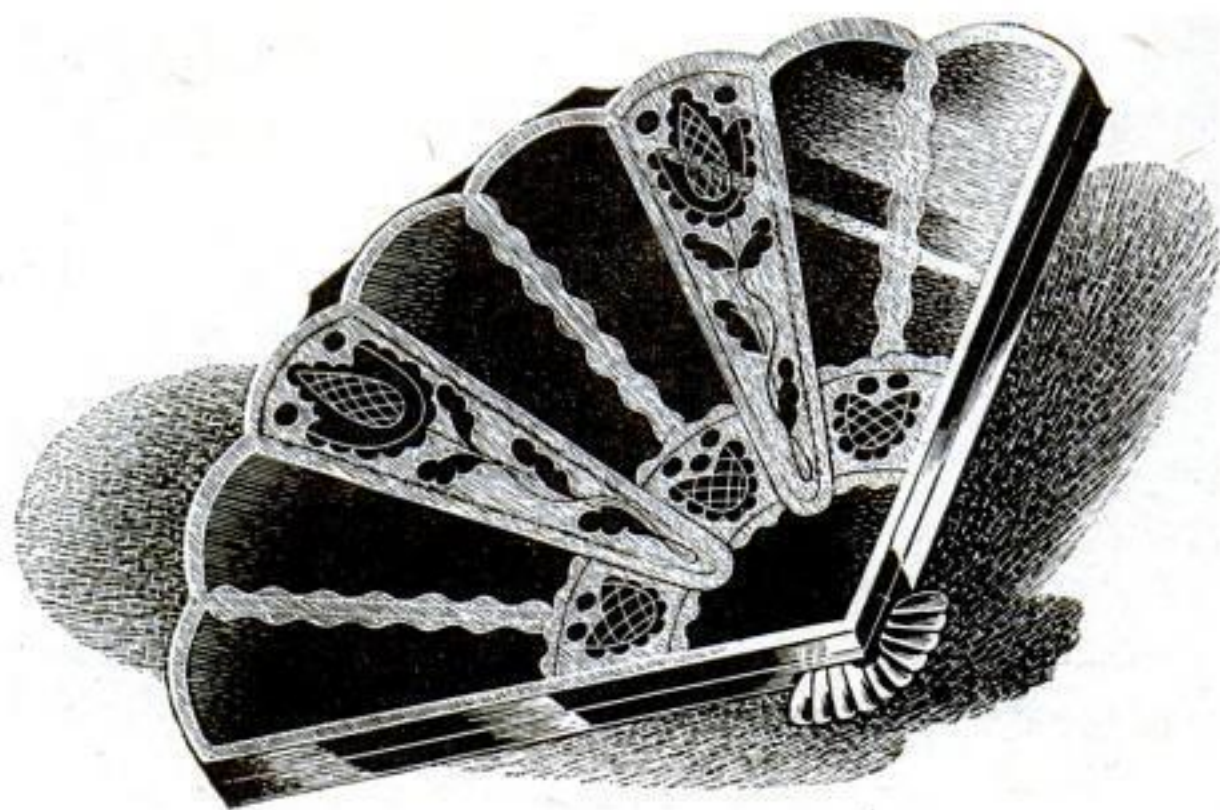
It is also possible that *Body and Soul* will win some sort of award for its photography. Cameraman James Wong Howe has composed one superb scene after another. The effects are so compelling that audiences will almost be able to smell the cooking cabbage in the Davis walk-up, the sweat and liniment in locker rooms and the cigar smoke and blood-letting in the ring scenes (*left*).

In fact the only sad thing to report is that Enterprise Studios, where *Body and Soul* was made, reportedly is on the rocks financially. A new company, it has nearly \$10 million tied up in three productions: *Body and Soul*, last spring's so-so *The Other Love* and the yet unreleased *Arch of Triumph*. Harder pressed than entrenched companies by soaring costs, Enterprise took a body blow when the British recently slapped a ruinous 75% tax on U.S. films. Whether Enterprise would last many more rounds was anybody's guess last week.



**BIG FIGHT** which Charlie Davis (John Garfield, *left*) agreed to throw ends when Charlie suddenly sees the light, gets mad and wins by a last-minute knockout, giving the movie a happy ending.





**VICTORIAN CHARM**... in a powder case shaped like a flirtatious fan. Sun-bright metal etched for extra smartness—and a special inner compartment keeps your powder neat. At better stores everywhere. No Federal tax. **5.00**

*Wadsworth*  
**POWDER CASES**

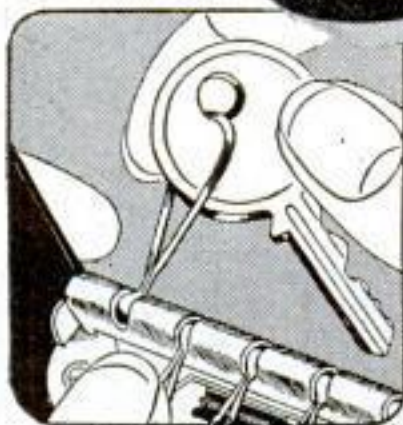
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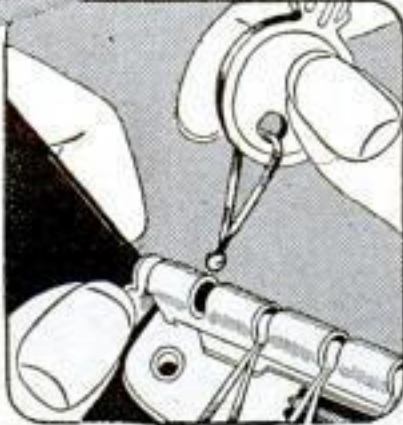
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"Body and Soul" CONTINUED



**CHARLIE MEETS** his first love, Peg Born (Lilli Palmer), at a ward healer's party in New York where she has been named Queen of the Ward. She likes Charlie but deplores his love of the ring, talks art and poetry to him instead.



**CHARLIE RESOLVES** to become a fighter when his father is killed in a gang war, leaving the family penniless. His pal Shorty (Joseph Pevney, standing, with cap) arranges a few bouts for him and Charlie shoots up to the top.



**CHARLIE ENJOYS** the high life brought by his success. He still likes Peg and Shorty but prefers the faster company of his crooked manager Quinn (William Conrad, center) and Quinn's gold-digging girl Alice (Hazel Brooks).

CONTINUED ON PAGE 145

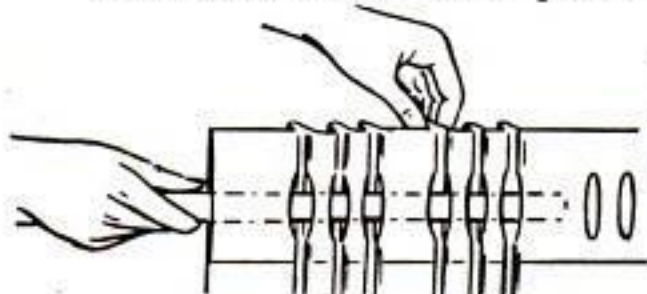


**"jealous Jane?"**  
**you**  
**needn't be"**



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 Drapes cost less than a dollar a pair!  
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Cottage sets, 59c a set.

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 for that "linen" look — won't crack, fray  
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With washable oil finish, 39c up.  
 (On rollers, about 20c more).

Think of it! Spanking new  
 shades for as low as

**25¢**



**revolutionary!** Luxurious-  
 looking Venetian Blinds at an unheard  
 of price — about 10c a square foot!  
 Flexible tubular slats with dust-repellent  
 ivory finish. Easy to tilt, raise or lower.  
 Simple to hang. Popular  
 standard widths from  
 18" to 44". As low as

**\$139**

Some items a few cents higher Denver and west

**CLOPAY**

\*REG. U. S. PAT. OFF.

**Beautiful Windows At Low Cost**

At 5 and 10c Stores, Variety Stores, Department and Other Stores

**Free Booklet** "Beautiful Windows at Low Cost."

Write to: Clopay Corp., 1242 Clopay Square, Cincinnati 14, Ohio.



# Revolutionary

## NEW MATTRESS IMPROVEMENT

guarantees your perfect sleeping comfort



**YOU SLEEP ON IT...NOT IN IT!**



A Smooth TUFTLESS Top, Plus Exclusive "Ribbon Steel" Coils in Center Section that give EXTRA Support and EXTRA Buoyancy where you need it most!



### HERE'S THE INSIDE STORY:

Exclusive, patented flat "ribbon steel" coils in center section of the tuftless "PERFECT SLEEPER" have more strength and more resiliency than ordinary innerspring round wire coils. They guard against sagging, side-slipping and back strain—assure restful sleep!

YOU GET A NEW KIND OF RESTFUL SLEEP with the tuftless "PERFECT SLEEPER" mattress—with healthful, relaxing support throughout the *entire length* of your body! The secret lies in the center panel reinforced with new, exclusive patented, tougher but more buoyant springs. This eliminates the stresses and strains that interfere with sleeping comfort.

Your body will relax on its smooth *tuftless* top... nary a bump or button to disturb your deep, dreamless rest! You'll feel the cushiony, extra-resilient center support literally cradle you to sleep. No sags, humps or hollows—the "PERFECT SLEEPER" keeps your back on the "Comfort Level" all night.

Come in and ask your dealer for a demonstration of this "PERFECT SLEEPER". See and feel the difference yourself, today. At leading furniture and department stores from coast to coast in U. S. and Canada.

### UNCONDITIONAL GUARANTEE

"PERFECT SLEEPERS" are built to last! Specially made heavily reinforced innerspring unit has extra-strong, extra-buoyant ribbon steel coil center section. Springs are covered with non-shifting upholstery, tough insulator pads, plus many layers of fine cotton felt permanently stitched into position. Borders are "pre-built" and edges are specially reinforced with patented ribbon steel bands and extra-strong coils—so that they are really permanent... you can sit on them and you won't hurt them. Velvety smooth tuftless top has no buttons to pop, no tufts to break.

In addition, every "PERFECT SLEEPER" Mattress and Box Spring is unconditionally guaranteed against any defects caused by faulty materials, workmanship or construction.

### Remarkable New BOX SPRING Gives Perfect Matching Comfort!



The "PERFECT SLEEPER" BOX SPRING is the ideal mate for this mattress. Raised edges make for neater fit, more comfort. Oversized springs give extra luxurious support. Reinforced hardwood frame. Fully upholstered... dustless, noiseless.



### FREE Book on Mattress Buying

Send in your name and address today for Free Booklet "How to Choose a Mattress." Tells you exactly what features to look for—the true facts about inside mattress construction—how to judge mattress quality and how to get the most for your mattress dollar. No obligation—write today for Booklet 13A.

the TUFTLESS  
**"PERFECT SLEEPER"**  
MATTRESS and BOX SPRING

America's greatest quality bedding value

**\$49.50**  
each

for "PERFECT SLEEPER" Mattress or Box Spring  
Tiny "PERFECT SLEEPER" Crib Mattress... \$14.75



SERTA ASSOCIATES, INC. • 666 LAKE SHORE DRIVE, CHICAGO 11, ILL.





**DOWNFALL BEGINS** when Charlie almost kills a Negro boxer forced to fight with an injured hand. Fed up with this dirty work, Shorty deserts Charlie and so does the soulful Peg. Charlie takes up with the beautiful tramp, Alice.



**DOWNFALL IS COMPLETED** when Quinn and the big boss of boxing (Lloyd Goff, left) force Charlie to throw his biggest fight. Now owned body and soul by promoters, Charlie also lets them bet his bank roll on the other fighter.



**CHARLIE TRIUMPHS** when, during the fight, he has a change of heart and manages to win. Broke and branded a doublecrosser, he happily quits the ring, returns to Peg an honest man and finds real happiness for the first time.



Walk-Over prices  
\$12.95 to \$15.95  
A few styles at \$16.95



## Your all-weather watchdogs-

- Want "fireside warmth" for your feet in the worst winter weather? Then whistle up a pair of Walk-Over Mudhounds. Snow, slush or sleet can't crack their combination of flexible oiled soles and hardy grain leather. Sturdy but trim, they're walking proof that cold weather need not call for clodhoppers!

Geo. E. Keith Company, Brockton  
63, Mass.









# Life Visits

## Bohemian Paris

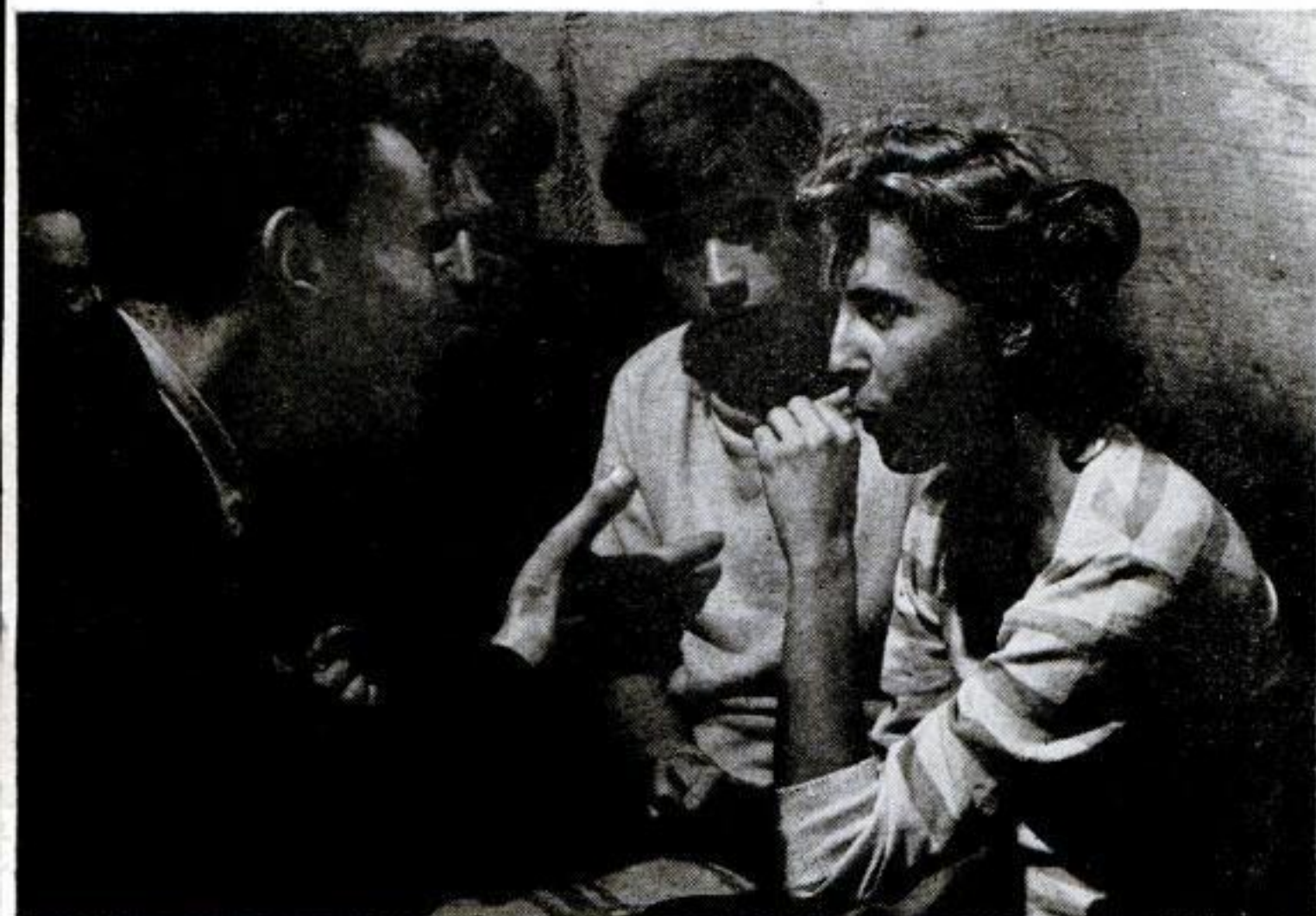
### Cellar cafes are the homes of poor intellectuals

The Café Tabou, the smoky little den pictured on the opposite page, is the center of Paris Bohemia 1947. Here the latest in existentialist philosophy, art and literature is noisily chewed over by the group of Beaux Arts students, young intellectuals and pseudo-intellectuals, who comprise its customers. Long on conversation, short on money, friendly, bombastic, occasionally brilliant, they enjoy an obscurity as deep as that which once surrounded such luminaries as Manet, Verlaine, Gauguin, Picasso, Van Gogh, Cocteau and the current philosophical marvel, Jean Paul Sartre himself, all of whom struggled up from a similar Bohemian environment.

The patrons of the Tabou gather nightly to drink their cognac and gin, dance to music of the juke box, but mostly just to argue. The majority of them live from hand to mouth in rickety walk-up apartments with no central heating or hot water. A 40¢ meal of hard-boiled eggs and salad is their usual fare. But, when one does make a windfall by selling a new poem or a painting, the money is quickly used up to entertain friends and to liven up the quarter with revelry. At such times the local inhabitants, plain merchants and laborers, always have their chamber pots and water jugs handy near the window to douse the dawn patrols.



STAIRWAY AT THE TABOU IS FILLED WITH PATRONS WHO COME UP FOR A BREATH OF AIR



AT THE CAFE TABOU some intellectuals dissect modern poetic reputations. At right is Anne Marie Cazalis, herself a well-known poetess in the St. Germain des Prés quarter.



FREE SPENDERS like the bald visitor at the right are usually allowed to work their way into some formidable conversations in return for providing a free drink or two.



AT THE BAR VERT a Belgian student (right) savors philosophy of two leading Bohemians, Poet Henri Pichette (left) and Michel de Ré, director of a group of young actors.



BEAUX ARTS STUDENTS use straws to sip a mutual gin fizz. Girl is wearing what is virtually a female uniform at the Café Tabou: a sloppy sweater and Basque trousers.



# WIN \$5,000.00 CASH OR A 1948 NASH!

## Enter Aunt Jemima's Jingle Contest Today!

How would you like to see YOUR NAME on a check for \$5,000.00? Someone—it can be you—will win \$5,000.00 cash in Aunt Jemima's thrilling new contest. Other winners will drive three 1948 Nash Ambassadors; own 25 new Kelvinator refrigerators, 50 Maytag washers—and hundreds of other prizes.

It's easy! It's fun! Here's all you do to enter this \$60,189.00 contest. Just write half-a-dozen words (or less) to finish this jingle:

"Aunt Jemimas can't be beat  
As my favorite breakfast treat;  
Fragrant, tender, fluffy-light—



(Write last line of jingle to rhyme with "fluffy-light.")

One answer might be "I love them morning, noon or night." But you can think of a better line! Mail in your entry with one package top from Aunt Jemima Ready-Mix for Pancakes or Buckwheats.

Send in several entries. The more you send, the better your opportunity to win one of these sensational prizes. Remember, each entry must be accompanied by one Aunt Jemima package top. Write each of your jingle lines on a separate piece of plain paper. You'll find entry blanks at your grocer's, too. Be sure to print your name and address plainly on each entry. Remember, this great contest closes midnight, Wednesday, October 15, 1947. Mail your entry today!

companied by one Aunt Jemima package top. Write each of your jingle lines on a separate piece of plain paper. You'll find entry blanks at your grocer's, too. Be sure to print your name and address plainly on each entry. Remember, this great contest closes midnight, Wednesday, October 15, 1947. Mail your entry today!

## \$60,189.00 CONTEST 2,054 PRIZES



### \$5,000 IN CASH

#### THREE 1948 NASH AMBASSADOR FOUR DOOR SEDANS

Yes, these are next year's models—fully equipped with radio, Weather-Eye conditioned air and other special Nash features—truly the automobile of your dreams!

#### 25 KELVINATOR REFRIGERATORS

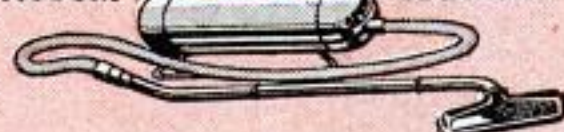
Spacious 6.8 cubic feet models with magic shelf, twin sliding vegetable crispers, chilling tray and vegetable bin.



#### 50 MAYTAG WASHERS

The most widely-used washer in the world!

#### 200 WESTINGHOUSE "CAPTAIN" VACUUM CLEANERS



Ultra-modern, efficient design—your choice of either upright or tank model.

#### 200 KINGSTON WRIST WATCHES

17-jewels (100 men's; 100 women's).



#### 100 FIVE-PIECE SETS OF CLUB ALUMINUM

Hammercraft waterless cookware—Frying pan; griddle; 4½ qt. Dutch-oven; 3-qt. saucepan; 2-qt. saucepan.

100 HOLLIWOOD ELECTRIC TABLE BROILERS—complete cooking unit; broils, grills, fries, toasts and warms, right at your table. AC-DC.

100 TRAUBEE "TIME-SAVER" PRESSURE COOKERS. Easy to operate; large 4-quart size.

275 SHEAFFER PEN AND PENCIL SETS.

1,000 AIRGUIDE INDOOR-OUTDOOR THERMOMETERS. Twin scales show both indoor and outdoor temperatures on this one deluxe thermometer.

These 2,054 valuable prizes will be awarded to contest winners in above order.

**Easy Contest Rules:** 1. Write a last line for the jingle. The last word must rhyme with "fluffy-light." Write your entry on a plain sheet of paper or get an entry blank from your grocer. Be sure to print your own name and address plainly.

2. Mail entries to: Aunt Jemima, Box D, Chicago 90, Ill. Enter as often as you like. Each entry must be written on a separate sheet of paper. Each entry must be accompanied by one package top from Aunt Jemima Ready-Mix for Pancakes or Buckwheats.



3. Entries must be postmarked on or before midnight, October 15, 1947.

4. Entries will be judged for originality, suitability and aptness of thought. Judges' decisions will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned and no correspondence will be entered into. You accept the conditions of these rules when you send in an entry. Entries, contents and the ideas therein become the property of The Quaker Oats Company.

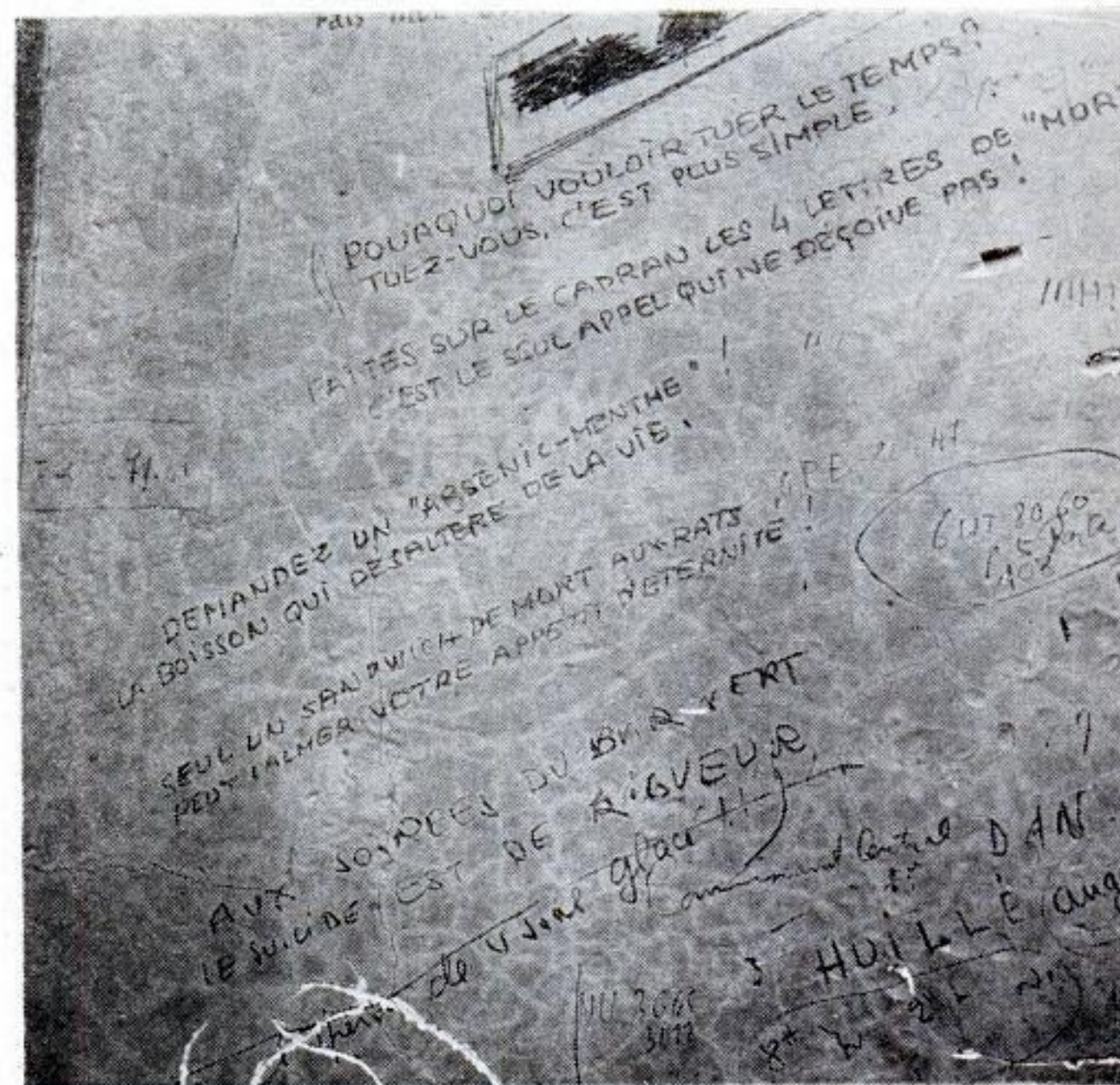
5. All winners will be notified by mail. Complete list of winners will be available about November 15, 1947. For list send self-addressed, stamped envelope.

6. Any resident of the United States may compete, except employees of The Quaker Oats Company, their advertising agencies and their families. Contest is subject to all federal and state regulations.

## Bohemian Paris CONTINUED



A WEARY COUPLE rests after the Bar Vert closes at 12:30. Their companions (background) head for Café Tabou which will stay open until morning.



MORBID WRITING pencilled on a telephone booth lampoons current existentialist philosophies. Translated, from the top, a few choice samples read: "Why kill time? Kill yourself, it's simpler." "Dial the four letters of 'death,' the only number which doesn't fail!" "Ask for an arsenic-menthe, the drink which quenches life." "At the Bar Vert evenings suicide is the height of style."





## REMEMBER - I'M NOT FIREPROOF !

**T**WO THOUSAND CHILDREN—UNDER 5—WERE BURNED TO DEATH LAST YEAR! Many more will carry the disfiguring scars of fire through life.

Shock has followed shock over the nation—as one horrible fire disaster has followed another. And the rate of death and destruction continues to rise.

Can anything be done to stop it? The President of the United States thinks so. He has marshalled the nation's leading fire safety experts in an all-out war against this serious menace to our national well-being and economy.

Responsibility for improved laws and building codes, fire prevention education, modernized fire-fighting services, building

regulations, must be accepted by highest state and municipal officials.

The action and support must come from every citizen in local communities—from you, whose lives and welfare are in danger.

Remember—fire strikes with the force of

war. It must be feared and dealt with as an enemy with the power to kill and destroy.

★ ★ ★

**TAKE THIS ACTION NOW!** To help you protect yourself and your community, write today for a free copy of "The Action Program." Address: The President's Conference on Fire Prevention, Washington, D. C.

"**S**AFETY from fire should not be a topic for discussion one or two weeks of the year. It is definitely a year-round public responsibility. We in the Federal Government can give aid within the framework of existing agencies. The impetus must come from the states and from every community and every individual in the land."

*Harry Truman*



*This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.*



*"the Pen  
that never  
stops  
writing..."*

NEW *Action Poised*  
**ROLLIT**  
CONVERTIBLE

With Neverskip  
MATCHED BALL POINT  
POCKET REFILLS  
... in 3 colors

World's ONLY Ball Pen  
that REFILLS THROUGH THE TIP  
in 3 seconds—without taking apart

The New Rollit's a dream to write with—*wings* words to paper in brilliant new *Rollachrome* ink. Try it—today—at your dealer's. You'll thrill to its rich, prestige styling and *feel*. It's a wonderful pen to own.

**ACTION POISED:** no coaxing, never skips. Click—and your Rollit's ready. **COLOR CONVERTIBLE**—with *Rollachrome* pocket refills in 3 colors. You're never out of ink.

World's only ball pen that refills without taking apart. Superbly precisioned, so unconditionally guaranteed: Any repairs, any time, 35c. Diversy Machine Works, Rollit Division, Chicago 7.

**INK LASTS LONGER**  
Refill cartridge extends full length of pen. No leak loss—Rollit won't leak—can't blot.

**ROLLIT NEVER SKIPS**  
Air bubbles in ink make old-style ball pens skip. Rollit's *Centrifuge Process* whirls all air bubbles out.

**3 SECOND REFILL**  
Press pocket clip—ink cartridge slides out. Slide in new refill—or new color. *Goodbye ink bottles!*

**\$1.00**

**ROLLIT CONVERTIBLE** REFILLS—Red, Blue, Green—35c • THREEFILL POCKET PACK—Same or 3 colors—\$1

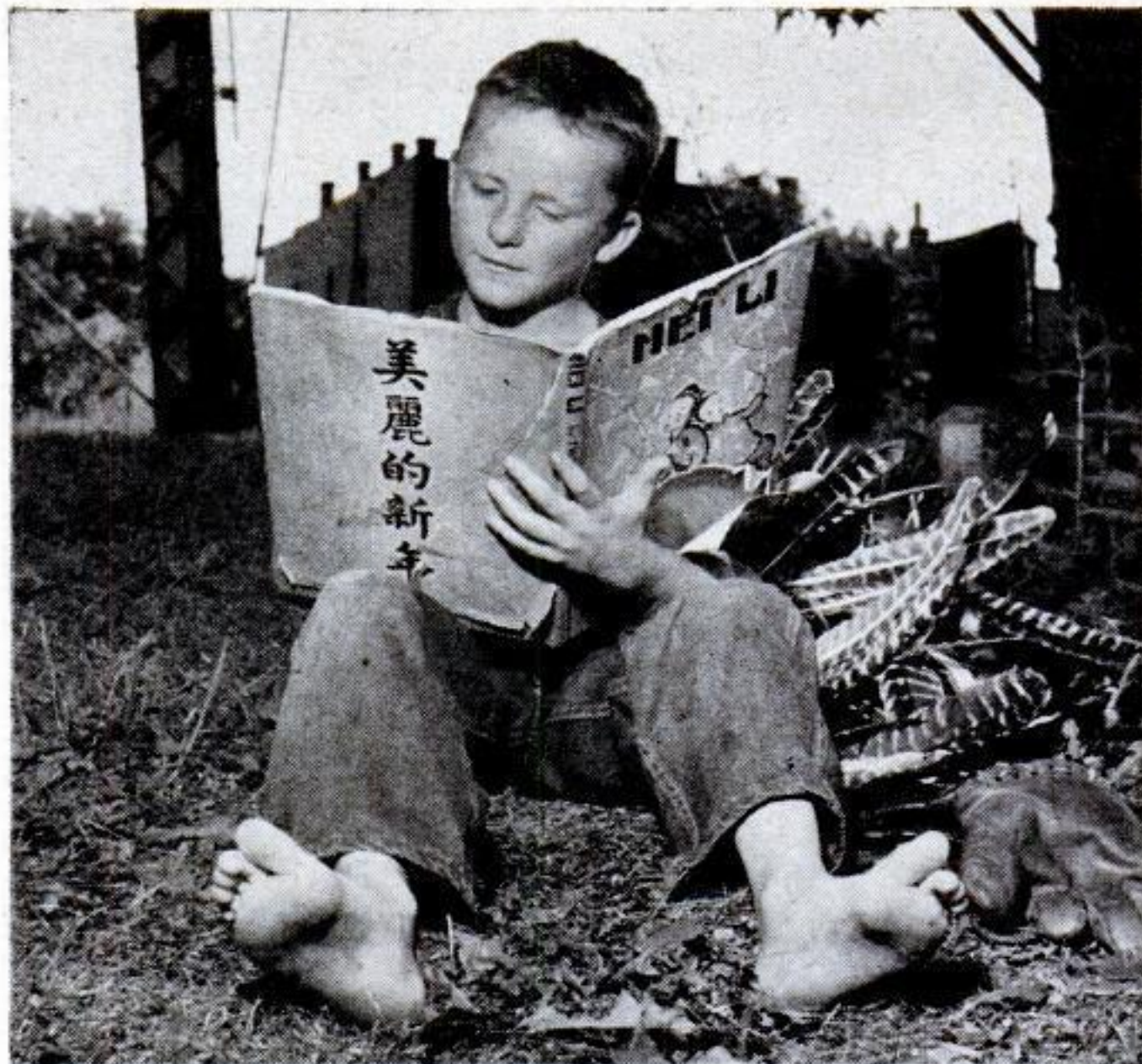
ROLLIT WRITES IN ANY CLIME.  
MAKES CARBONS,  
STENCILS  
ANY TIME!



**ROLLIT**  
*Writes Better  
-ALWAYS!*

**SEE IT!  
TRY IT!  
COMPARE WITH  
THE COSTLIEST!**

## MISCELLANY



**CHAMPION READER** Leo Farrell likes to read big, flat books with lots of pictures and very little text. Here Leo skims quickly through Chinese juvenile.

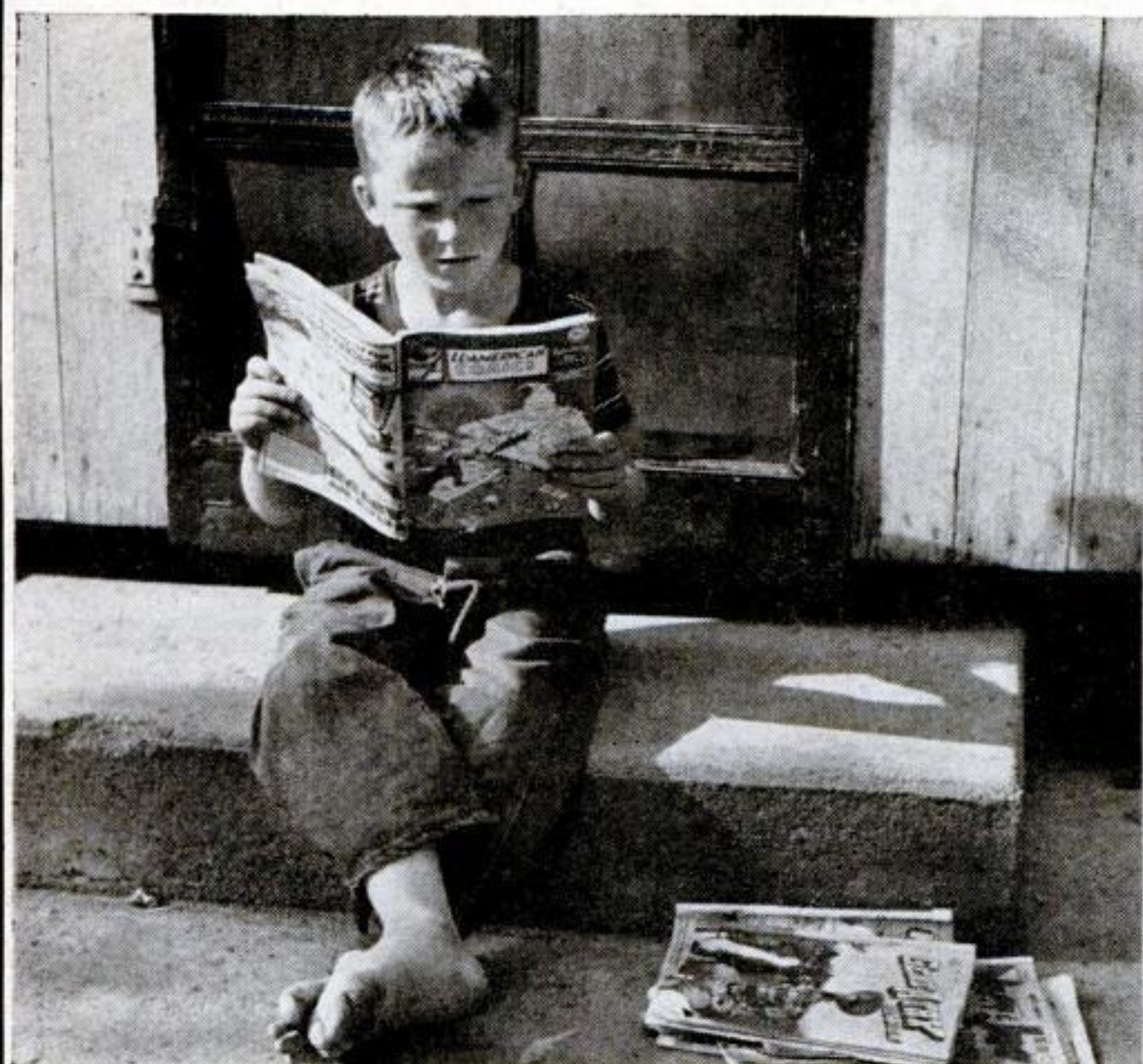
## FEATHERS FOR READING

To win Indian headdress, children of an Iowa town wade through a record number of books



**GROUP PICTURE** of all the children who have read more than 50 books during the summer is taken by Mrs. Woodward at the end of the season. They





**COMICS DO NOT COUNT** but Leo likes them best and sandwiches a lot of them into his reading program. Two of his favorites: Superman and Batman.

The children of Whittemore, Iowa (pop. 670) are sold on the literary way of life. So great is their demand for books that Whittemore's little lending library has the biggest circulation in the state for a town its size. It all started last summer when Librarian Mary Woodward, the mayor's wife, ran a contest to boost the children's summer reading. As prizes, she began handing out headdresses with a feather for each book read no matter what its size or its subject matter. Leo Farrell, 9 (above), won hands down. He read 157 books. This summer, even though a paper route took a lot of his time, Leo won again with a score of 136.



wear paper-and-turkey-feather headdresses. Champion Leo Farrell sits proudly in center of group. The building is combination fire house, town hall and library.

CONTINUED ON NEXT PAGE

*We've taken the **COOK** out of Cooking...*



Count the golden out-of-the-kitchen hours that are yours, all yours, with a new ESTATE range! Its automatic features are your time-saving servants—just "say when" and let this range do the rest. *Happy Day* when your new ESTATE Range arrives to brighten your kitchen and lighten your work!

*Broiled meats with that "great Outdoors" flavor...*



Meat just naturally tastes better when it's cooked with the radiant, charcoal-type heat of the famous ESTATE BAR-B-KEWER. In this special, separate meat oven, roasts or steaks are lusciously glorified—you'll serve them juicier, more flavorful than ever before.



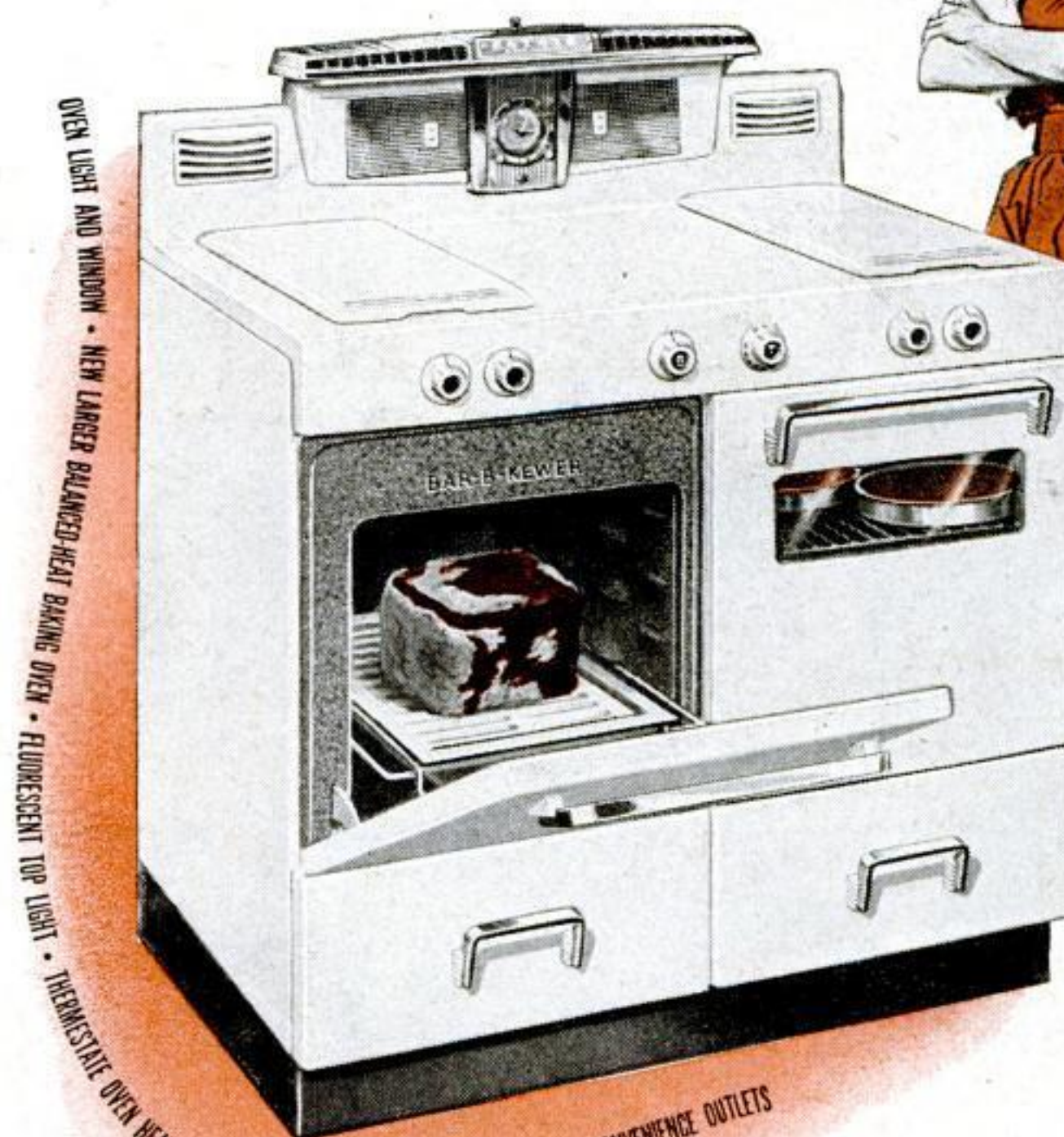
*You, too, can be Queen in Your Kitchen*

**WHEN THIS IS**

*The Range in Your Life*



Just think—while the Bar-B-Kewer is working flavor-wonders with the roast, your big Balanced-Heat oven can be baking 56 biscuits or four big, fluffy cake layers at the same time. That's the crowning touch of genius of this woman-wise range—it saves you work and time at every turn. See this range-of-your-dreams at your ESTATE dealer's now!



OPEN LIGHT AND WINDOW • NEW LARGER BALANCED-HEAT BAKING OVEN • FLUORESCENT TOP LIGHT • THERMOSTAT OVEN HEAT CONTROL • NEW IMPROVED BAR-B-KEWER • TWO CONVENIENCE OUTLETS



*It's the Woman-Wise Range*

**ESTATE**

Gas and Electric Ranges

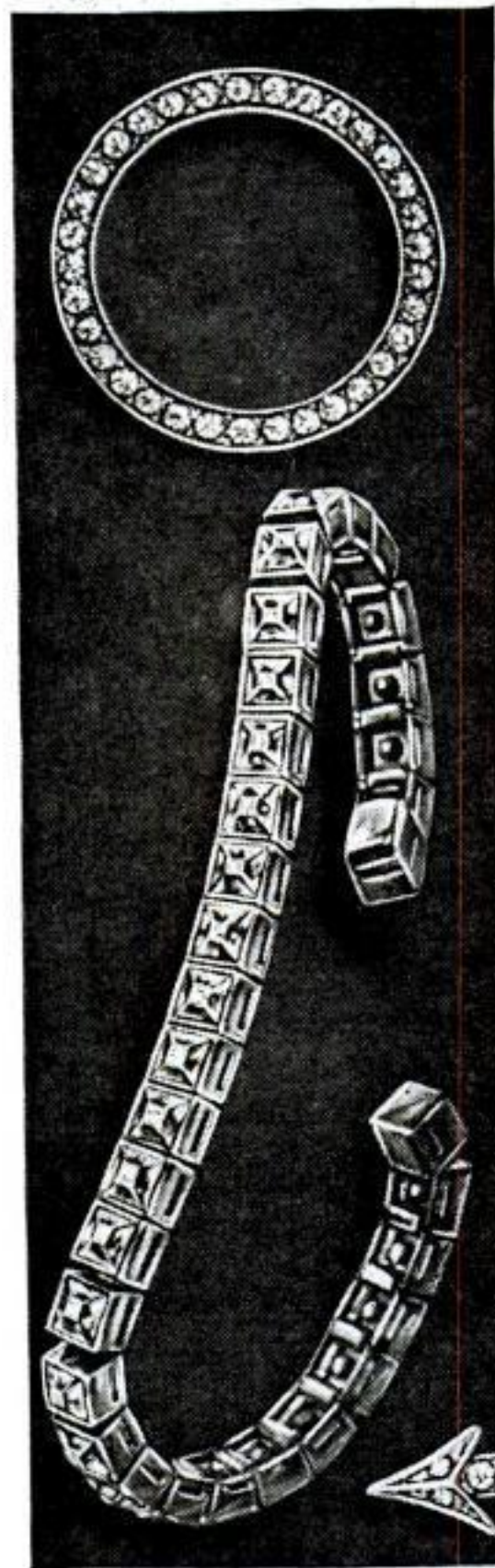
Models for City Gas and Bottled Gas



ESTATE Heatrola Division, Noma Electric Corporation, Hamilton, Ohio



# The Duchess' Jewels are Stolen



**STOLEN**, right in front of your eyes, the chaste designs and diamond-like fires of authentic jewelry... *Jubilee!* Dorsons did it, and no one could accuse you of anything but good taste. Each smoldering rhinestone is handset in Sterling silver. See *Jubilee!* bracelets and pins, at leading jewelers.

Shown, from top down: classic circlet pin \$10, bracelet, square-cut stones \$12, arrow bar-pin \$9, bowknot pin \$16.50. Other *Jubilee!* jewelry—\$6 to \$17, including gem-colored stones. Prices approximate, plus tax. Dorsons Jewelry Co., Inc., 119 W. 24th St., N. Y. 11.

*Jubilee!*  
BY **dorsons**



## Feathers for Reading CONTINUED



**HIS SUMMER'S READING**, piled on the grass, towers over Leo, although he is 4 feet 4 inches tall. His dangling champion's headdress gives him the right to the title, "Chief Read Heap Much." All these honors are beginning to pall on Leo, however. He is tired of competition and the necessity of always picking out thin books. "Next year I'm going to read thick ones," says Leo.



SUNNY SAYS:

*No other whiskey's caught the savor  
of Schenley's Sunny Morning Flavor*



**There's nothing else like this **SUNNY MORNING FLAVOR!****

*Nowhere else in the entire realm of quality  
whiskies will you find an "extra"... a "plus"  
of enjoyment like Schenley's Sunny Morning  
Flavor! A whiskey outstanding as this is bound  
to be America's Most Popular... and it is!*

**SCHENLEY**  
RESERVE

P. S.

*Schenley 94.8 Proof Gin  
is back! Sunny says:  
"You know my whiskey  
— now try my gin!"  
Distilled London Dry Gin,  
Distilled from grain.*

*Pre-war Quality Blended Whiskey* 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. © 1947, SCHENLEY DISTILLERS CORP., N.Y.C.



# "Experience is the Best Teacher!"

in aerial acrobatics—  
and in smoking too,"  
says **ROSE GOULD**,  
aerial sensation of  
the Big Top



ROSE GOULD HANGS BY HER HEELS — WITH NO OTHER SUPPORT AND NO NET — IN A STUNT THAT MAKES EVEN VETERAN CIRCUS HANDS BLINK!



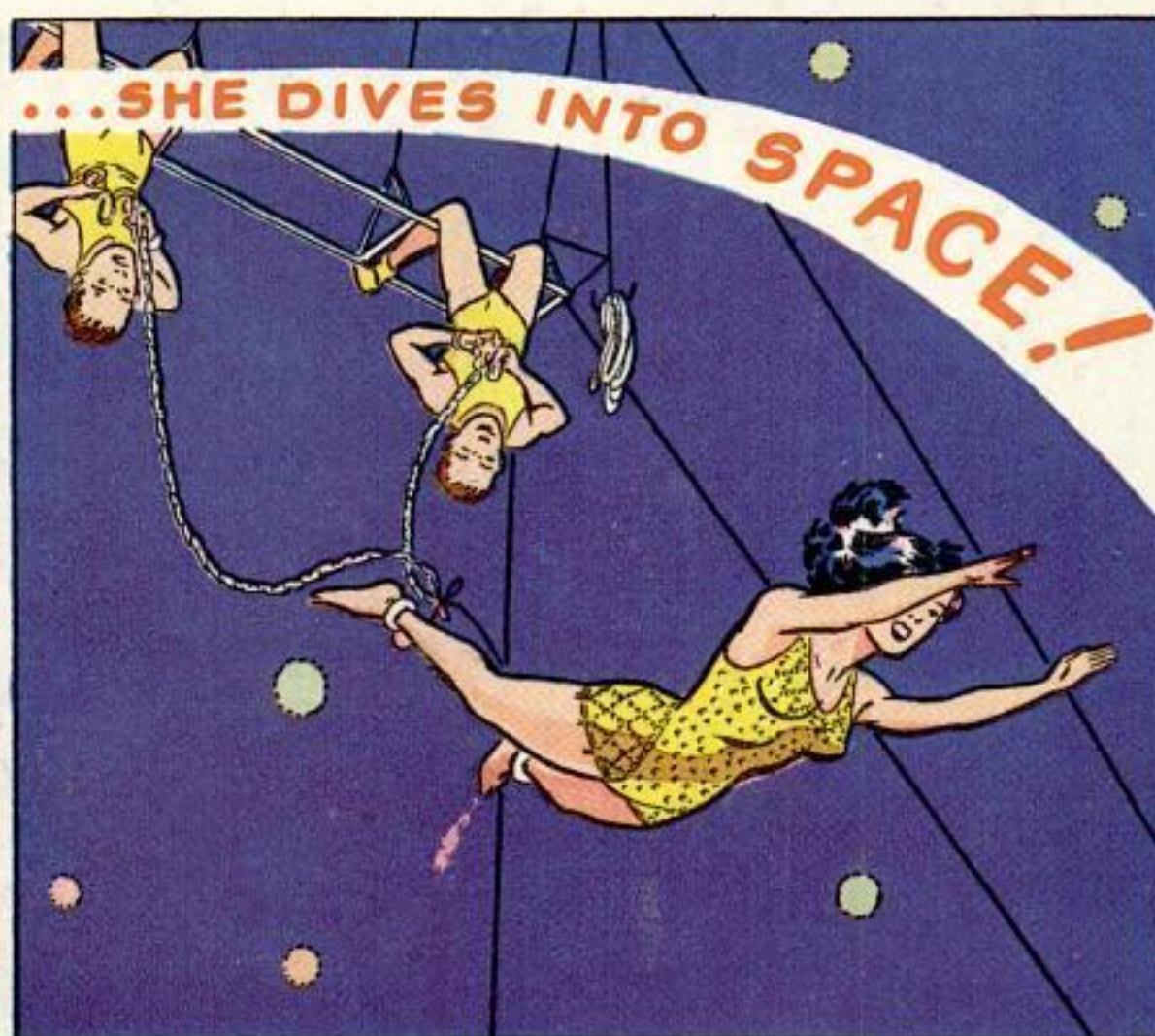
SHE'S 75 FEET UP— WITH NO NET BELOW! IT'S THE MOST DARING AERIAL ACT I'VE SEEN YET!



YES, SHE FELL ONCE — CABLE BROKE — THIS IS HER FIRST APPEARANCE SINCE

SHE'S GETTING READY FOR THE DIVE NOW

FROM 75 FEET UP— WITH NO NET...



— STOPPED BY THE ROPES AROUND HER ANKLES — ONLY THREE FEET FROM THE GROUND!



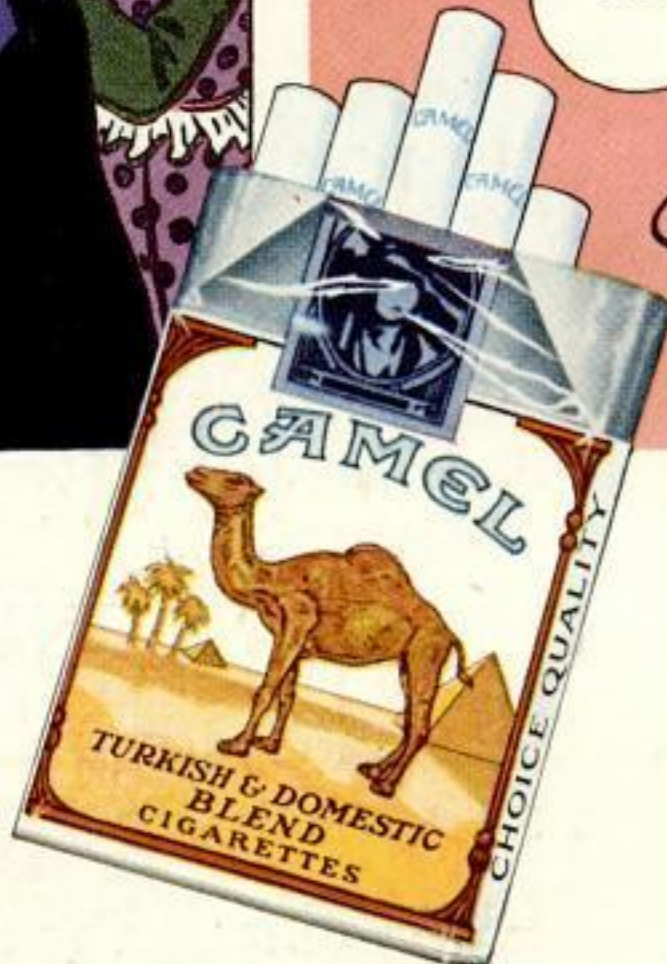
I'VE SEEN THRILLING PERFORMANCES, MISS GOULD — BUT NOTHING TO MATCH YOURS

HAVE A CAMEL — AND TELL US HOW YOU DEVELOPED THOSE STUNTS

I LEARNED FROM EXPERIENCE... JUST AS I LEARNED FROM EXPERIENCE THAT CAMEL IS THE CIGARETTE FOR ME

I SMOKED MANY BRANDS DURING THE WARTIME CIGARETTE SHORTAGE — CAMELS SUIT ME BEST!

*Rose Gould*



Featured aerialist of Ringling Bros. and Barnum & Bailey Circus

MORE PEOPLE ARE SMOKING

# Camels

THAN EVER BEFORE

**YOUR "T-ZONE"**  
WILL TELL YOU...

**T** for Taste...

**T** for Throat...

That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a **T**.

